# CHARACTER ANALYSIS

## HOW TO READ PEOPLE AT SIGHT

BY

DAVID V. BUSH
AND
W. WAUGH

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## THINK RIGHT

*By David V. Bush*

Think smiles, and smiles shall be;
Think doubt, and hope will flee.
Think love, and love will grow;
Think hate, and hate you'll know.
Think good, and good is here;
Think vice—its jaws appear!
Think joy, and joy ne'er ends;
Think gloom, and dusk descends.
Think faith, and faith's at hand;
Think ill—it stalks the land.
Think peace, sublime and sweet,
And you that peace will meet.
Think fear, with brooding mind,
And failure's close behind.
Think this: "I'M GOING TO WIN!"
Think not on what has been.
Think "VICTORY"; think "I CAN!"
Then you're a WINNING MAN!

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# PART I

# INTRODUCTION

## THE FIVE HUMAN TYPES

Science has now divided man into five complete human types, namely:

ALIMENTIVE—Vital, Abdominal, Nutritive—for Assimilation and Replenishment. Plump, adipose—slow, sedentary, bossy. (Fig. 1.)

THORACIC—Respiratory—for Circulation and Purification. Flushed, florid—glowing, animated, physiologically excited, rustling. (Fig. 3.)

MUSCULAR—Motive—for Activation and Accomplishment. Rounded, smooth—active, definite, graceful, emotional, hasty. (Fig. 5.)

OSSEOUS — Skeletal, Bony — for Leverage and Equilibrium. Angular, rough—stalky, slow—stable, deliberate. (Fig. 7.)

CEREBRAL — Brainy, Mental — for Integration within and Adjustment without. Slender, pointed—wiry, reflective, theoretical. (Fig. 9.)

Excess in any one of these makes for peculiarity or singularity of disposition and character, according to the types as outlined in this book.

In this first section we will describe and discuss the five human types. You will bear in mind all through

the discussion, that we are giving you a pure or extreme type which, of course, is seldom found. Nearly every individual is a combination of at least two or more types. It will, therefore, be necessary to have a knowledge of the extreme or pure types before you learn the combinations.

# CHARACTER ANALYSIS

## HOW TO READ PEOPLE AT SIGHT

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### CHAPTER I

### THE ALIMENTIVE, VITAL OR ABDOMINAL FORM

**Description**

The Alimentive or Vital type (Fig. 1) is that person whose abdomen—in which lies the digestive and nutritive system, intestines and the whole digestive apparatus—is more highly developed than any other part of the body.

The Alimentive is small boned, with small hands, small feet and small head. He is covered with layers of fat. The outlines of his body are round; a small round head (Fig. 2A), round shoulders, round hands and feet. Layers of fat seem to roll around him everywhere. He has dimples on his hands (Fig. 2B) instead of knuckles, and usually a double chin.

The Alimentive always has a nice, clear, smooth skin.

He has such a large and well constructed digestive system that most of his energy is spent in eating and digesting his great "spreads",—therefore, the fat. He delights in eating the richest of foods, the starches, sugars, pastries and desserts of all kinds.

Because he lives to eat, he develops an abnormal amount of fat so that his neck, elbows, wrists, shoulders,

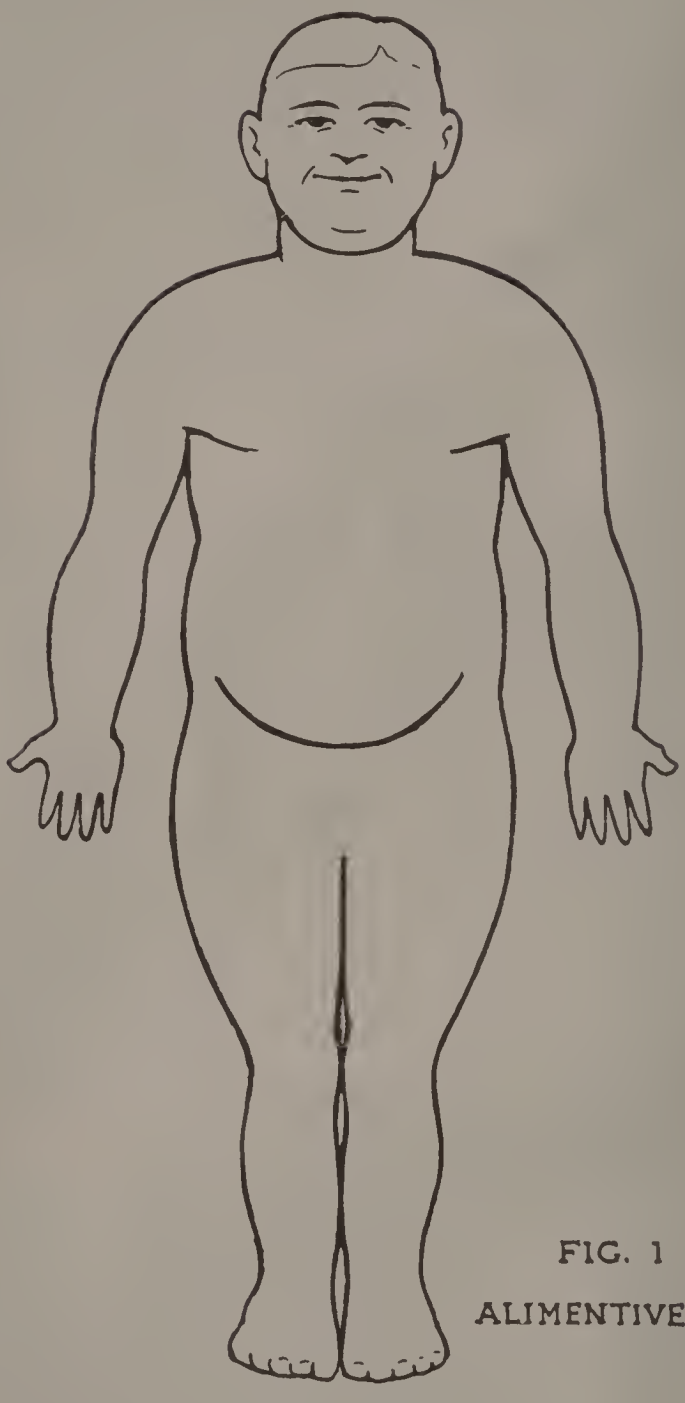


FIG. 1

ALIMENTIVE BODY

and even his lips and nose show the rounding of the layers of fat. He has a fuller mouth, the eyes are round with a youthful expression.

He has the features of childhood. You will notice the youthful mouth and very often the small nose has the appearance of immaturity.

The fat man is the baby of the race. He is very often immature in features.

Because of the large body and the small head and a nice, pudgy, large, fat neck he may appear out of proportion, which is due to the perspective, owing to the comparison of the small head and the large body. The entire build of the fat man is on circular outlines and whenever the circular outline in the body predominates we find the Alimentive tendency or type.

In short, a large nutritive system, a man fat around the girth or a woman around the hips, circular outline, small round head, rolling flesh, rounded and pudgy feet, happy expression adorning the face, sometimes immature features, and you have the physical outline of the Alimentive man or woman.

### Adaptable—Agreeable

The fat man is the most adaptable of all of the types. He dislikes argument, discord, contention or strife of any and all kinds.

He has so much weight to carry around with him that he is not active on his feet or with his muscles. The walk of the pure Alimentive is somewhat of a

FIG-2
B-ALIMENTIVE HAND



FIG-2
A-ALIMENTIVE FACE

waddle. He may not know this or admit it, but watch the next fat man when he walks. He has a hard time trying to make a living, by using his muscles, hands and feet. So in order to have the good things of life in which the Alimentive delights, he must make himself agreeable, affable, sociable and adaptable in order to make his living, and obtain his comforts by the efforts of the other fellow.

**Business**

If he is not built to do hard labor himself, the next thing for him to do is to be able to get the other man to do his work. He, therefore, becomes the manager of the race. To be a good manager you must be even tempered, of good disposition and affable manner. So the fat man develops these qualities more than any other of the types.

**Comforts**

Whether he is a poor man with last year's suit or a rich man with the latest style, he sees to it that there is plenty of comfort in his office, work shop or home. Everything with which he is surrounded bespeaks the taste of a man catering to his comfort.

His home will have the big "father-at-the-head" chair, leather rockers and comfy davenports. He is particularly interested in the comforts of his bed. Next to eating he spends more of his time in sleep. Because much energy is used in digesting the tremendous amount of food the fat man eats, he spends more time in sleep than any of the other types, and being of the nature to want comfort, he is sure to see that he has a good

spring, soft mattress, and plenty of downy feathered pillows.

If a group of people enter a room where there is but one arm chair, the fat man won't make a mad rush for this chair, but somehow or other he makes his way and most graciously reaches that arm chair before anybody else in the company.

He is the man who goes in for the greatest comforts of life as well as the luxuries. He desires these because of his particular physical make-up. We might add his mental make-up. He spends so much of his energy eating and digesting his food that he puts an over-amount of taxation upon his whole physical make-up, especially his heart, so that he does not have any surplus energy for physical activities. This makes him appear to be lazy, which is not true. He has so much human baggage to pull around by his heart engine that he spends as much energy transporting his anatomy as some of the more slender types spend in chasing tennis balls. His heart, which is overworked by carrying around so much avoirdupois, gives away at an early date. He, therefore, seldom engages in any kind of sport.

**Sports**

He may go out for a game of golf but seldom participates in any of the other more active sports.

Perhaps the fat man's favorite sport is a ride in an automobile, and although some Alimentives may like golf they are the exception and do not care very much for walking. They would rather take a street car if it is going only two blocks.

### Clothes

He is not so given to following the fads and styles and changes of costume as some other types, although, if a well-to-do fat man, he has the latest clothes to put on a "good front," but these latest styles always are so cut and fitted as to produce comfort.

### How to Sell Him

In short, everything around the fat man must be for comfort. Therefore, if you were a salesman and going to sell the fat man an automobile, clothes, furniture or anything else, you would want to appeal to the fat man's comfort. He wouldn't be interested in any new-fangled fads or fancies, colors, shapes, styles or designs. In your selling talk if you can appeal to the fat man's comfort you have a chance to sell your goods. He isn't interested in durability, in theories or styles. Comfort is the keynote of the Alimentive.

### The Enjoyer

The Alimentive may be called the "enjoyer of the race" because he has to spend so much energy carrying around his big rotunda always filled with the richest and best of fat-producing foods, which have a tendency to produce inertia, both in mind and body. The fat man hasn't any surplus strength for physical or mental exertion.

### Weather

The Alimentive is very susceptible to climate, especially cold weather. His home is going to be comfort-

ably warm or overheated if anyone's is. He likes warm rooms, comfortable chairs, easy beds and warm clothing. Notice the next time you have a little squall of cold weather, the first man on the street to have his overcoat on is a fat man.

### Millionaire Type

Most of the rich people of the world are Muscular-Alimentive,—or Mental-Alimentives. The millionaire type is Muscular-Alimentive or Mental-Alimentive. Where the Alimentive tendencies are balanced by the Muscular or the Mental the fat man will put in enough brain energy and good licks of mental activity to see that the other man is on the job.

We should not get the idea that the Alimentive is indolent. We mention elsewhere, should he not have the Mental, Muscular or Thoracic combination, he may become the town loafer. That is the extreme, pure, Alimentive type, and there are very few pure types. It should be borne in mind that even though the Alimentive does not spend his energy in physical exertion, and although he does not care to spend it in deep thinking along philosophic, economic or reform lines, yet, he does spend an infinite amount of his energy and brain power, by planning work for himself and others, to get the comforts and luxuries which his heart desires.

### Doesn't Look for Trouble

He is so constituted that he isn't looking for trouble and if trouble should try to meet him he crosses the

street and passes by on the other side. He is too much concerned in having a good time getting the good things to eat and the comforts to enjoy and the luxuries to revel in, to take time to worry about anything.

He will even forego leisure with which to supply these desires when necessary. He knows how to play, and enjoy luxury, but he will forego many of the pleasures of life to apply himself, both in brain energy and hours of work in keeping together his organization, in doing the necessary work, planning for himself and for others.

His energies and his brain power are spent conservatively.

### No Worries, No Miser

You never saw a fat man who was a worrier, just as you never found a fat man who is a miser.

He may be automobiling and be overtaken by a patrol policeman in a hurry-up call to tell him that his business of a lifetime is all going up in smoke, but that wouldn't upset the Alimentive. What's the use—there will be lots more business to get after you're dead. He probably would finish his automobile ride, eat a four-square, before he would look into the details of his loss.

### Conserve Energy

He is a conserver of emotions, conserver of everything. This is why he is so successful. He bears no hatred and does not know what it is to have a grudge. He therefore does not burn up his energy, put his nerves on edge or become nervous.

### No Hatred or Jealousy

He doesn't believe in wasting energy in hatred, envy or jealousy. If he doesn't like you he'll not take the trouble to show it. What's the use, there is too much strength spent, too much energy wasted, too much nerve tone destroyed. He merely avoids you and sails smoothly on the even tenor of his way in all dealings with his fellow men.

### Manager of the Race

The world pays for head work, not hand work; managerial talent, not manual effort. Therefore, we all help the fat man to rise to the top by doing work for him because he wins us over by his easy going, good natured, lovable disposition.

### Disposition

He seldom loses his temper, except when he is hungry or when he is sleepy—other evidences of his immaturity. A healthy baby ought never cry if well nourished and given plenty of sleep. Give the fat man plenty of good eats and much sleep and he is as sweet in disposition as a cooing baby.

This is one of the great qualities which makes the Alimentive a successful business man. He does not burn up his energy or run down his batteries through temper, emotion, anger, spasmodic fits of temperamentalism or worry. The fat man is the originator of "forget it".

### Mixer

While he is a good mixer, he doesn't mix in quarrels of any kind. The Alimentive is wise in knowing that quarrels are expensive, even for the richest of people, so the Alimentive sails serenely down the tranquil stream of life, shunning all waterfalls of quarrels, misunderstandings and strife.

Being a good mixer he makes a splendid politician and you will find this type of man all the way from the political ward boss up to the big presidential political managers.

### Love

He has a peculiar love; the pure, affectionate love for children as well as the opposite sex. Therefore, when he goes out as a vote getter, he just wins his way into the hearts of the mothers and fathers, because of his kindness and tenderness toward the children. He doesn't do this as a matter of policy, but because it is his natural make-up and temperament. He just loves kids and the kids know it, and the parents catch the vibration. If you want to win the hearts and the votes of the parents, sidle up to the kiddies in real old-fashioned, honest-to-goodness-kid-love-style and you win father, mother, kiddies and votes.

### Plays and Books

Just as he doesn't expend his energy in worry and temperamental emotionalism, he does not spend much energy in reading, studying or on problematic plays.

### No Reformer

He doesn't have time to think about the whys and the wherefores of life or of the social, economic or political problems of the day. He is engrossed in getting the other man to work for him to make money, and in order to do this, he spends all his time and energy getting the money, and therefore he hasn't time to go out of his way to consider the problems of the hour, mental or spiritual, political or economic, much less to spend his energy in discussing these problems or planning how to better conditions.

What's the use? Life is too easy for him. He follows the lines of least resistence in every particular. You couldn't make him angry if you tried. If you said something to upset him or disturb him he would only win your favor by smiling and telling a story.

### The Jollier

The Alimentive is the jollier of the race. He is not interested in the more serious side of life. Let the other fellow look after that.

### Story Teller

Not only is he the jollier but he is the joker and joke-teller. He is always ready with funny stories, ready to spring them at the first push of the social button. He is full of personal reminiscences, always of the jovial type. He has no troubles of his own; that is, he does not recognize or brood on them, and therefore

never has any troubles to tell others and dislikes the grumbler, fault-finder or trouble teller to camp on his trail. In fact, the man who has troubles to tell won't be on the trail of a fat man very long. If anybody ever tells you "tell your troubles to the policeman," it's the fat man and he'll find some way to slip away from your trouble-telling experiences.

He has no time for the theorist, the faddist, or the new schemes to better the conditions of man. Anyone who spends his time bringing in a new day of reform in any way at all is a faddist, a theorist and a crank to the Alimentive. He doesn't have time to discuss such matters with a "crank" or anyone.

### How He Gives

If he had an appointment with one of these men who is carrying the reform burdens upon his own shoulders, and who wanted to meet the Alimentive to tell him of the new day about to dawn, the Alimentive would invent an excuse to have an appointment somewhere else. He is concerned about himself and family mostly. True, he is not stingy and if a well-to-do Alimentive were approached by a committee of benevolence to give to local, national or international charities, he might give because it is "good business", but not because he is concerned about it. He is so constituted that he has made his way to the top of the ladder, has much money and influence, so he thinks that the other fellow ought to look after himself.

### Kind, Hospitable

Despite this, the Alimentive delights in extending favors to others in kindness and hospitality. This makes him a human magnet to attract people to him socially as well as in business. The vibrations of his kindly, gentle, hospitable, favor-liking temperament attract to him friends and money.

### Social

Any social group that is having time hang heavy on its hands will always be greatly stimulated the moment an Alimentive makes his appearance. Gloom is dispelled. The icy atmosphere melts and the vibration is raised.

A good disposition is one of the best assets in the social and business world that anyone can have. The Alimentive possesses this more than any other type. This is his strongest social asset.

He should, however, guard against flattery and other more or less apparently innocent deceptions, which he sometimes uses in gaining his ends.

### The Family Man

Whenever he gives, he gives as a matter of policy with the exception of his family. Here he is a typical family man. The things that he desires for himself he wants his whole family to share. He is over-indulgent, very often to the extreme, even if he is a man in moderate circumstances or poor. He indulges himself and his family. They have everything that is in the market that is good to eat, and every requisite in the

home that is comfortable, and every luxury in the world whenever he can afford these things. He is as lavish in giving the good things to his family as he is in spreading them upon himself.

### Indulgence

This is very often a handicap to the children. In his great desire to make his family comfortable the Alimentive is prone to lavish too much upon his offspring, teaching them to become indifferent, indolent or spendthrifts.

Indeed, this is one of the weakest points of the Alimentive; his spirit of over-indulgence, which sometimes even strains the domestic tie to the point of exasperation, for his over-indulgence is inclined to lead to indolence.

### Family Life

Alimentive mothers like to play with their children, no matter their age.

If you notice the families where the children have ponies, carts, kiddie cars, and automobiles for the children, most of the parents have Alimentive tendencies.

### The Boss

We have said if he is combined with the Muscular, the Mental or Mental-Muscular he may become a rich man, but wherever he is, you may expect him to become the boss, foreman, manager or superintendent.

### His Greatest Weakness

Where he lacks the ambition or the Alimentive tendency to be a ruler, he probably gravitates to the lowest type of the poor man, too lazy to turn over his hand, to get the food to put upon his plate to feed his fat man's appetite. In this case he becomes the town loafer and probably his relatives or wife takes in washing to keep the pantry supplied.

His greatest domestic weakness, if poor, is his tendency to be dependent upon and supported by near relatives, especially his wife. They should learn to carry their part of the family's burdens and responsibilities.

### Gets His Start Early

The Alimentive seldom finishes high school or college. School work is too much mental fag and exertion. He therefore quits the school room and seeks a position. So he starts in business earlier than most of the other types and because of this, he gets a better start in life, many years before most of the other men. By the time the other men are through school and ready to take up their business or professional careers, he is fairly well established in his vocational pursuit.

This is one great advantage the Alimentive has over so many of the other types. The commercial world doesn't pay for sheepskins or diplomas. It pays for practical knowledge and experience in its specific groove or channel. Just because a man has a college educa-

tion is no passport into the treasury or presidential chair of a business concern.

### Going Up

Going into business while he is young, being affable and adaptable, with the spirit of making himself liked by everyone, he soon gravitates to the boss-ship. He may be the last man in the house to get a job but he will be the first man to be the foreman. He just naturally lifts himself from the bottom of the ladder toward the top because of his jolly and affable spirit, and while the others work hard and look on, he begins to give the orders and they wonder why, but they like him so well that they are glad to obey him, so he is soon well established in the foremanship. Here he is such a success, because of his easy going manner, his desire to keep away from difficulties, no propensities to strife, entanglements or misunderstandings (he'd smile himself out of any of these), that he wields more power, greater loyalty from his men, more devotion from his employees and a greater amount of work from all. From the foreman he gravitates to the superintendent, manager and president.

### Attracts Friends, Business and Money

Because the fat man has the ability to make people like him he is able to attract friends, business and money. Every big business house that deals with the public ought to have one or more fat people in it, where they can meet customers or the public.

### Weakest Business Point

The weakest point, probably, in the Alimentive's business ability is his inclination to sidestep or evade certain responsibilities which may seem heavy or insurmountable to the peaceable, easy-going, cheerful, non-combatant fat man. Again you notice this is the child spirit cropping out. Should any calamity come, he wants to escape punishment and to avoid the task of overcoming the trouble.

### No Speeder, But O My!

The fat man can't speed up like the Muscular or Thoracic, but he will very often get as much or more done than others who burn up their energy.

Wherever the Alimentive who desires the luxuries of life is, he is going to make his way to the top of the business world.

### Ambition

The typical Alimentive, however, has little ambition. It is when the Alimentive is a combination of other types that he has ambition and the energy backed by the determination to become a captain of industry.

### What He Should Do

If you should have an Alimentive in your employment, don't give him hard, muscular or manual work to do. Give him a chance where he can direct other people.

Should you be dealing with this man in a business way, you should strike straight from the shoulder and let him know you expect him to live up in every way to his business promises and obligations.

Not only should the Alimentive be determined to develop his brain more than he does, but he should take more interest in the serious and problematic side of life to develop the more sturdy and even greater characteristics within him.

### Mechanics

The Alimentives, because of their build and make-up, make poor as well as lazy mechanics. Their mental efforts are apt to become confused, the labor being disagreeable with that part of the physical exertion.

### Housewives

Because of the over-amount of work the ordinary Alimentive has in carrying around so much surplus flesh, Vital women often become indifferent housekeepers, as exertion is unpleasant to mind and body. This coupled with a lack of ambition in the pure Alimentive is evidence that a pure Alimentive should seldom marry an Alimentive, which will be taken up later in the book.

### Buck the Line

The pure Alimentive should be careful not to seek too many easy jobs for he has the tendency to gravitate to the bottom of the ladder and in time become a ne'er-do-well. He therefore should learn to buck the line,

swim against the tide and paddle his own canoe in rougher problematic waters.

### Amusements

Being an enjoyer, he likes a great amount of amusement and entertainment. He delights in comedy, cabarets, girl shows, and vaudeville—he doesn't have to think much here.

### Luxuries

The fat man uses and buys more automobiles and yachts, and employs more chefs than any three other types combined.

### Shows

When he goes to a show he wants to have little to think about. Therefore, the problematic shows do not appeal to him and seldom will you find him there.

It is a "tragedy" to him to go to tragedy. Seldom will you find him at a lecture or a symphony.

### Not for "Isms" and "Ologies"

It is harder for him to listen to long speeches than any other type. Remembering that it is strenuous work for a fat man to listen to speeches, that his benevolences are prompted more for business reasons than any other purpose, you will see that the fat man would not care much for church with its creeds and dogmas, "isms" and "ologies," unless perchance it might be for business reasons. Remembering that he cares not for re-

forms or new theories, you would not expect to find the fat man in the ranks of the radical and you would be right. If you did find him there it would not be for the purpose of championing the cause.

### Music He Likes

Nearly all Vital people delight in music but they want the simple, easy, and natural kind. Love songs and tunes of harmony are most popular. The elementary tunes and melodies are their favorites, or anything that's easy to learn, easy to sing, and easy to play—that's one reason why ragtime and jazz have a great following among the Alimentives.

### Singers

Many of the world's greatest singers and musicians have been of the Alimentive type, but this has been combined with the Muscular or the Thoracic; John McCormack and Caruso, for instance.

### Reading

The Alimentive's reading must be light, the same as his amusement, entertainment and music. He buys a smaller number of books than any other type of people. Nearly any book dealer or second-hand store bookseller will tell you that seldom does he ever sell a book to a fat man. The Alimentive gets most of his information by observation, story telling, experiences and talking with other people. It is easier for him to get others to impart to him the knowledge they have gained, than to dig it out himself.

### Movies

He particularly likes the movies because he can go when he pleases and leave when he chooses. It is work for him to go to a theater ten minutes before the curtain goes up and sit until the orchestra begins to play. He can see the funny side of everything in the movie, from the clever wording of the scenario writer to the slap-stick, hit-me-in-the-face-with-a-pumpkin-pie-rough-neck comedy.

### Everybody Likes a Fat Man

Everybody likes a fat man because he makes himself so pleasant and agreeable, so when the actor on the stage has a joke to spring on someone in the audience he always picks out an Alimentive. It would be tragedy should he try to play a joke on an Osseous, who is the reverse of the Alimentive.

Others laugh at fatty in the theater and out of the theater. Fatty is the inspiration of laughter from the kindergarten to the grave, so he smiles and laughs while others laugh at him and thus attracts to himself friends, admirers, business and fortune.

### Circus

The circus is the Vital man's favorite amusement. In fact, he likes to be amused more than any other type. Here the immaturity crops out again. We have to amuse the baby and the youngster. The fat man, no matter how old he may be, still likes to be amused, petted and waited upon.

He, therefore, has a tendency to pout and take out his resentment in childish ways.

### Comedy

Of all the variety of amusements give the fat man comedy. He'll see comedy anywhere. He'll sense it before the other man knows it is on its way.

### Conversation

His conversation likewise is not too serious. He seldom dwells upon the philosophical or problematical side of life. While he can tell stories and anecdotes, amuse and entertain by jollying, he is seldom a brilliant conversationalist. He would rather win friends, attract admirers and get business by his jovial manners, stories and anecdotes, than to take the time to develop a large vocabulary or education to impart scientific, economic or philosophical knowledge.

Each man gets out of life that which he puts in it and gets that which he wants the most. The fat man likes friends, pleasant surroundings, an easy time, comfortable conditions, luxurious environment. Most of the Alimentives get these and get them in their own particular style and manner.

He is the typical traveling salesman and business man. Whenever you think of a "drummer" your mind instantly visualizes a jovial Alimentive with a smile on his face, an order book in his pocket, a grip in his hand, ready to depart to win his way into the customer's heart.

### The Traveling Man

He makes the best kind of a salesman, for salesmanship requires a particular mentality and personality. He is the jovial story-teller, and has the good-natured, kindly, hospitable manner which makes the typical personality for the sales and business world.

### The Optimist

He is chock full of optimism and may be called the optimist of the race. You couldn't get him to see a cloud in the sky if we had a total eclipse for a year. The keynote of his attractive personality, lovable countenance and cheerful disposition is optimism spelled in capital letters. You never in all your life saw a pessimistic fat man. They "aint" made that way, but good friend "fatty" never makes a reformer. Reformers as a rule have to spend too much time working for the other fellow. Our lovable Alimentive loves himself too much to be spending his time and energy, brain sweat and brawn, putting over any new fangled ideas into the present-day consciousness.

### Does Not Worry

He has no troubles, in fact he doesn't know what trouble is. He smiles at the fault-finder, jollies the crabbed, sings over his own losses, joshes his competitors, and kids himself.

### Does Not Hurry

As he never worries neither does he ever hurry. The more hurry the less speed is very applicable to the

fat man's habit of living. He has few motions of any kind, muscular or mental but each one that he has counts. His movements are slow in every particular, conserving strength, energy and taking plenty of time for brain and mental decision.

### Short Lived

His health is usually good until about forty, but he pays the price of overeating later when several kinds of disease may undermine his health and carry him off quickly. Most Alimentives of the extreme type die before fifty years of age. Few ever live to be eighty.

Statistics of the United States Insurance Companies show that extreme types of Alimentives carry from thirty to seventy pounds overweight. The heart is overworked, the whole digestive system is running on high gear all of the time. Too much exertion and the life engine is burned out.

### Over-Eaters

If you are a typical Alimentive you will not be bothered by an insurance salesman. The insurance companies have too accurate a tab on the life and death of all types of people. According to the above mentioned statistics, the Alimentives are not good risks, but they don't believe everything they see in print, so they continue their merry life without taking any cognizance of their overeating shortening their life. Therefore, al-

though he drives coffin nails into his own bier by stuffing sweets, starches, and pastries into his alimentary tract while the digestive organs are in the pink of perfection, he generally has a look of contentment until about forty years of age.

As previously stated, he usually lives in good health until he is about forty years of age, but then he pays the price of overeating. He is, therefore, subject to pneumonia and diabetes, and should the Alimentive be a combination of the Thoracic, he will be inclined to have high blood pressure and may die of apoplexy.

During the Spanish Influenza epidemic more fat people died than all other types, for in pneumonia and the flu, the big question is how long will the heart hold out. Their overworked hearts and systems succumbed to the dreaded post-war plague.

The fact is the Alimentive digs his grave with his teeth. He is always going or coming from eating and eats quantities of rich ice cream, sodas, lobster, candy, meats, fats, pop corn and tidbits.

### Soda Fountains

The next time you go to a soda fountain notice who buys the sundaes, parfaits, the big banana splits, cherry specials, whips and rolls. There you'll see the fat man getting away with his. Next to him you will see his skinny brother sucking lemonade or a phosphate through a straw.

### Cafeteria

Go to a cafeteria and watch the people as they fill their trays and walk to the table to partake of their meals. You will find the fat man with his tray heavily laden with cream, butter, rich food, pastry, fats and starches. These increase his weight and put an abnormal amount of work upon his heart.

That is one reason why the Alimentive never becomes emotional. It is a matter of self preservation. With the great load his heart has to carry, should he become unduly emotional, he may drop dead. Therefore, nature is kind to him in that it does not allow him to become emotional. His heart has enough to do to carry his big body without being speeded up by emotionalism.

His splendidly equipped digestive apparatus he has well oiled by plenty of butter fats and starches, but although he is so well equipped to digest more than others, the oiling is also offset by the same token—eatable sand in the bearings of his physical machinery—too much of the good things to eat, too much work on the heart, too much fat and an early death.

### What's the Use

But you can't stop the fat man's march to his grave. It is more like a cake march to a wedding feast. He is either going to or coming from the table all of the time and so constituted that he doesn't worry or hurry. What is the use of thinking about an early death? He is going to live while he is at it and he usually is at it all the time.

I have an Alimentive doctor friend who boasts that he enjoys twenty-four biscuits for breakfast besides four to six eggs and a piece of beefsteak with sundry other dainties, and two or three cups of coffee. He had to give up his practice for six months. He had rheumatism, caused by too much eating, but as soon as the rheumatics were healed and he was able to get back to his profession and his old habits, he went to his heavy eating again. He said he would rather live on the fat of the land while he was living, and enjoy his fat living while he was fattening on his living, than to live to be a hundred and be skinny.

**Live to Eat**

Another friend of mine whose health was ruined at the age of forty-five, who had to go to a hospital and undergo an operation and perhaps who never will be able to get back to his professional duties "en toto" again, has told me many times as he sat down to a piece of beefsteak six inches long and four inches wide, with all of the other stuffing, accessories, etc., piled knee deep on the dishes surrounding his plate, that when he died, he "wouldn't be in debt to his belly". But his belly has put him in debt to the doctors and cancelled his interest in living. If you want to interest a fat man, get his attention, and bind him to you by hoops of steel, you can do so by talking "eats." Introduce the subject, tell him the good things you have had to eat and then lead up and give him a chance to unload on you the story of what he has eaten, what he is eating,

and what he hopes to eat, and you have the eternal friendship of the Alimentive.

If you ever invite an Alimentive to your home to get his "eternal friendship", invite him around meal time. Have your table heavy laden with all of the good things of the season, gormandize yourself and stuff friend fatty, and your friendship is cemented. Then you may get up and sell him anything you have to unload—maybe.

### Sleep

After you have fed him well, if you want to keep his love and admiration, don't keep him up too late. He likes to slip home early, enter his comfortable, warm room and climb between the downy quilts, hang all of business cares on the hatrack, and be dead to the world 'till the mocking birds have finished their song in the morning. He likes sleep. Don't shorten his rest period if you want to keep him your dearest friend forever.

Persons of the Abdominal shape should be especially careful not to overload the stomach with food, but a word to the wise is not always followed by the fat man.

### Food, Brain, Health

Food, when introduced into the stomach, allays the passions, and by calling the vital energies to the work of digestion, produces an indifference of mental action: hence the importance of setting apart proper hours for thought and study. Whatever power is used in digestion lessens that necessary for the brain. Thousands

of lawyers, clergymen and merchants invite their friends to their own funerals, by rushing into mental labor on a full stomach. A clear brain and a clean stomach are so nearly synonymous, that a sermon on health might be preached without any other text.

Napoleon attributed the loss of a great battle to the fact of his having eaten something which did not agree with him. Charles VI, Emperor of West Austria, ate a dish of mushrooms that caused dyspepsia, and his death. The destiny of kingdoms sometimes hangs in the balance, which a full or empty stomach may turn in one or the other direction. To eat reasonably is to eat moderately the food best fitted for mental and physical activity, as the fatty or carbonaceous substances taken into the system only serve to maintain warmth, and fulfill no other purpose than the coal does in our stoves.

**To sum up the Alimentive's weakest and strongest points:**

**SOCIAL**

| Strong Points | Weak Points |
|---|---|
| Approachableness. | Tendency to flatter. |
| Optimism. | May gain his ends by flattery and innocent deception. |
| Sweet disposition. | Self indulgence. |
| Affability. | Over-eating. |
| Hospitality. | Over-sleeping. |
| | Under-exercising. |

## PHYSICAL

| Strong Points | Weak Points |
| --- | --- |
| Strong digestive and nutritive system enable him to eat most anything. | Too much eating inclines to produce inertia and overtaxes his vital organs, especially the heart. |
| Nearly everything that he eats agrees with him but makes him fat. | |

## EMOTION

| | |
| --- | --- |
| A little or no negative emotion. | Inclined to pout and a tendency to become spoiled. |
| Can always see the bright side of life and the silver lining. | |

## BUSINESS

| | |
| --- | --- |
| Sociability. | His inclination to avoid misunderstandings and troubles may weaken him to such an extent that he may form the habit of evading responsibility — getting out from under business entanglements and difficulties. |
| Hospitality. | |
| Even temper. | |
| Affability. | |
| Able to plan and command. | |

## DOMESTICITY

| Strong Points | Weak Points |
|---|---|
| Love of home, wife and children. | By too much kindness, liable to indulge their children too much. |
| Easy going. | Love of ease and comfort, they are liable to become too indulgent in time, comfort and luxury. |
| Even tempered. | Love of ease may produce indolence. |
| | Too much indolence may give them a tendency to be dependent for their support upon their family or relatives. |
| | Inclination to get out from under responsibilities. |

## BUSINESS

Every business house that deals with the public should have at least one well-balanced fat man near the door of their establishment to greet prospective buyers and all comers. His genial spirit, jovial manner, optimistic bearing, sociable agreeableness will be worth more than many "thinkers".

In dealing with a fat man do so on a strictly business basis; let him know at the beginning that you

expect that he is going to keep his word in every particular. That you expect fulfilment of promises he has made. If he has not just what you bargained for, he may lead you into believing he has something "just as good".

These are the characteristics of the pure Alimentive type no matter what other combination of types form the composite of the individual.

Applied Psychology will overcome all limitations and build up strong points. For an understanding of the fundamental workable laws to strengthen your weak points and build up your strong points, see "Practical Psychology and Sex Life" by David V. Bush.

## NOTES

## CHAPTER II

## THORACIC

### Respiratory, Circulation and Purification. Flesh, Florid, Glowing, Animated, Rustling "The Thriller"

**Description**

This is taken from the word thorax, the bones or cavity of the chest in which are located the heart and lungs—the home station or main plant of the breathing and circulatory systems.

A person who has a large development of the thorax will, you see, have a good heart—pumping station—big, active lungs. In order to have a house in the human body big enough to have a large circulatory and respiratory system, the chest, or upper part of the body, would not only be large in circumference at the top but longer than ordinary. Therefore, the Thoracic person (Fig. 3) has a long waist, making the necessary space perpendicularly as well as horizontally large enough for the big pumping and breathing systems.

This is not only the great center of the circulation of the blood, but the laboratory in which is carried on the all-important work of purifying it, so as to render it fit to become the life of the system. Impure or venous blood—impure because charged with carbon—venous because flowing through the veins—enters the right auricle of the heart, thence proceeds to the right ven-

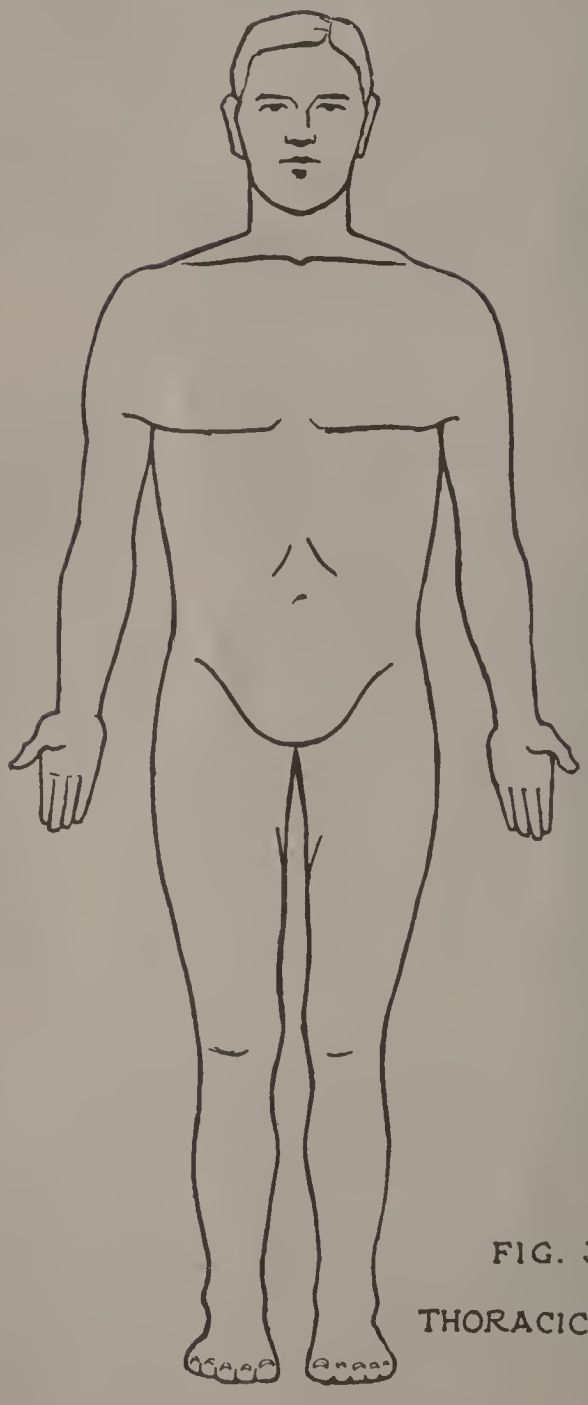


FIG. 3

THORACIC BODY

tricle, and is driven from that into the lungs, to be exposed to the influence of the air which has been inhaled through the trachea or wind-pipe. The precious, life-giving oxygen of the air seizes upon, and as it were, burns the carbon of the blood, which now pure, warm, and life-giving, is conveyed to the left side of the heart; while the impure air, called carbonic acid gas, is expelled from the lungs and breathed out through the trachea or wind-pipe.

In order that the large lungs may have plenty of air we would naturally expect that the entrance to the lungs would be correspondingly large. Therefore the Thoracic person is also known by large cheek bones set rather high in the face with great width.

### Head

That would naturally make the head shaped somewhat like a kite. The Thoracic head (Fig. 4A) is the kite-shaped head, wide at the cheek bones, a little above the center and then tapering gently upward to the crown of the head and, a little more accentuated, tapering downward toward the chin, making a kite shape appearance. This is the typical Anglo-Saxon head.

### Florid

You would, of course, expect the person who has a splendid blood circulation to have this manifested through the pores of the skin, giving the person a more florid complexion than the one who has a less pronounced circulatory system.

B THORACIC HAND



FIG-4
A- THORACIC FACE

The lungs, taking in plenty of fresh air and sending this oxygen all over the body with a good heart pumping action will naturally give a little redder tint to the appearance of the skin of the Thoracic than others, producing the florid complexion. So the typical Thoracic has a ruddy red countenance. He is a florid individual. This may even graduate into a slight flush or a complete flush. The Thoracic is the one who blushes. There may be brunet Thoracics however.

It used to be thought that the person who blushed was concealing something or afraid to express himself. This does not necessarily follow, for the Thoracic is one of the most frank and outspoken of all types. He is inclined to blush because of the extra amount of blood being pumped to all parts of his body, including his face.

The next step in understanding the Thoracic would naturally be deducted by yourself, which is, that this type is more highly sensitized than others.

**Highly Sensitized**

This individual naturally manifests just a little more sensitiveness under the skin, producing a more sensitized feeling on the outside. He is, therefore, the highly sensitized individual. That means that all of his senses are more keen, alert, and responsive to sensations than any other type. He feels more than others. He tastes better than others. As a rule he has a keener sight than others. The touch of the Thoracic is more sensitive and delicate while the sense of hearing is more alert. He lives more in one year than some types

do in twenty. Some typical Thoracics, the "Thrillers", live more in five years than some types live in a century.

It is easy for anyone to understand how a person with an extra amount of blood circulation will be more sensitive. Just try exercising most violently for ten minutes until the heart is pounding and the blood is circulating through your body, seeming to want to push itself out of the skin and then see how much more sensitive you are to the atmosphere, to conditions, and other things around you. The Thoracic is more or less in this condition of body all the time. His big lungs work like a large pair of bellows and his heart is always on the job pumping the oxygen, which the lungs bring into the body, all through his system.

**Intuition**

This keen sensitive person in body is also a little more alert, alive and sensitive in mind. He, therefore, has more intuition than the other types. If you hold a feather in the air, the least, gentle breeze will sway the feather, but let a yearling sapling be touched by the same gentle breeze and it would not know, save perhaps for the flutter of a leaf, that the breeze is blowing. So with the Thoracic, he is so highly sensitized that his mind is ever alert, and keen, a natural receiving station for the mental currents which are continuously being sent throughout the universe both by man and God.

He thinks quickly, acts the same and is subject to such highly developed sensations that he appears to

"get things", quickly. He is naturally a sensitive human photographic plate on which is produced the vivid feelings or intuitions of telepathic guidance.

**Receiving Station**

This makes the Thoracic a highly sensitized receiving station, mentally and physically for all thoughts of man and all thought currents sent from the Divine sending station of Infinite Love, Nature or Evolution.

The Thoracic is the intuitive person, yet by psychology, you understand that all people have intuition. He has more than other types. He just naturally has this as a gift from nature, the same as a musician has a talent for music, or the poet has a talent for rhythm, or the business man has a talent for commerce. And just as anyone can understand music or rhythm or can develop the practical business methods in use by man by applying psychology, so can every individual develop his latent talent of intuition if he applies psychological laws.

**Handsome**

Whether or not the active heart, the large lungs, the long waist, the florid features, the kite shape face has anything to do with it, yet the Thoracic is the most handsome of all the types. He has long tapering hands, graceful in contour and action. Also his feet are the long graceful feet.

The first three things in determining a type is to look at the body form, the head shape and the hands. Each type, in these respects, differs from the other types as pronouncedly as the temperaments of individuals differ.

**Red Head**

I suppose an extra amount of blood and oxygen is necessary to make red hair, anyway, a red-headed person is a Thoracic person. There are brunet Thoracics and blond Thoracics but every person with red hair has a predominance of the Thoracic in him.

**Freckles**

Maybe oxygen and blood combined, also make freckles, but, whether that be so or not, the person who has freckles is also the person who has Thoracic within him. He doesn't necessarily have to have freckles to be Thoracic, but anyone who has freckles has a predominance of the Thoracic.

**Nose**

His nose (Fig. 4A), therefore, will be a little higher, perhaps, and a little wider than the nose of other types. You will bear in mind that we are always outlining in these five human types the extreme, or hundred per cent type, which is rarely found in any individual. Most of us are a combination of types.

**Hands**

Not only are the hands more tapering than other types but the middle finger is of extreme length as a rule and the skin rather pinkish in color. Of course he may be a Thoracic without these elements.

**Feet**

The feet are more tapering, graceful and beautiful than others, with rather high arches to lend them more beauty.

**To Recapitulate**

Big thorax, containing large lungs and a strong heart, long waist with a big chest;

Correspondingly large breathing tension, usually a high bridged nose;

High and wide cheek bones (the Osseous also has big cheek bones but the whole contour of the face of the Osseous is oblong instead of kite shaped);

Kite shaped face;

Florid features;

Long, graceful, tapering hand with an extra long middle finger (as a rule);

Long, beautiful, tapering feet with a medium arch.

"In examining the lower animals we discover that those of similar bodily structure have correspondingly the same kind of disposition as man. Notice the similarity between the lion and man. The lion has much magnanimity in his disposition, and fears no other animal; he is king of the forest and jungle. He would disdain to injure a mouse or small animal, unless in extreme hunger. Look at his face and observe what confidence, dignity and self-reliance he manifests, as much as to say, I would not stoop to a mean act. It is a fact that such traits of character are possessed by this particular species of animal.

"Next, observe his anatomical peculiarities. We find that he possesses large lung power, and that his attendant channels of breathing are both large and wide. The cheek bones stand out prominently, the hips are small, but the shoulders are broad, with heavy mane. Wherever we find this connection, of breadth of

shoulder and breadth of cheek or molar bones, we shall discover great capacity of lung power, and the attendant character or disposition is the same in both men and animals. The lion gets in a rage in a moment, and regains his tranquility the next; so it is with men who are of similar form.''

**Admiration**

We all pay for the things we most desire and work hard for our choices. The Thoracic is no exception. To be admired and perhaps envied is one of his desires. You can always tell what a person wants most—by what he does. What we want we go after, and if we want it badly enough we GET IT.

The Thoracic likes to be in the spotlight in every activity of life more than any other type, the exact opposite to the Mental or Cerebral type. In short, he is a ''Thriller''. Everything he does he does with vivacity, pep and action. This is also a most necessary trait to throw him in the line of the spotlight focus. He delights in being the center of attraction anywhere and everywhere. In order to do this he makes himself most agreeable, affable, congenial, hospitable and sociable, just as the Alimentive finds pleasure in going out of his way to show his hospitable spirit, so the Thoracic is delighted to go out of his way to extend every courtesy and show every favor indicating his spirit to help, charm, entertain or please other people. That is why the Thoracic is so popular. Popularity, coupled with the spirit of rendering favors to others means that the Thoracic has a great many friends and because he is

always on the go and changeable, he is continually making new friends.

**Conversationalist**

Having so much practice, coupled with the ambition to be charming, the center of attraction and prominent in the spotlight, gives him ample training for developing his talent of talking so that he is a charming conversationalist.

Such a person is seldom dull. Therefore he makes good company in every circle of society, although he talks so much, both about himself and things in general that he is sometimes called a "spouter", and by the same token he sometimes "gets on the nerves" of more staid types, because of his incessant talking.

**Confidential**

Because he talks so much, is such a splendid entertainer and lets his hearers get now and then an inside glance of his personal life, he is inclined to become confidential.

**Frank and Open**

The Thoracic is so engrossed in making friends, entertaining others, and holding the limelight that he tells more than some other types, and in his newsy way lets others read not only his thoughts, but he expresses them himself.

He is, therefore, a great one to tell his family, friends and the world what he intends to do next, where he contemplates going tomorrow and what he is expecting to do the day after.

While he is the charming conversationalist and the talkative chap, yet he is so wholesome, frank and open that he seldom stoops to gossip and never refers to that "other party" or "they say" or "someone says".

**Friends**

He tells many inside affairs of his life—lets the world see some of his personal life. We are not so much interested in the President's Annual Message to Congress, as we are in what he had for breakfast. These little personal touches the Thoracic gives to his hearers and binds them to him like hoops of steel.

**Fame**

Because he likes to be in the limelight and desires the approval of others, delights in the approbation of friends and the multitude, the Thoracic forces his way to fame, while others dream about it. He wants it badly enough to pay the price and gets it. He works hard for his applause, but, like Edison, his work is turned into play by the alchemy of love for that which he does.

**Stage**

Therefore you will see many Thoracics on the stage. The stage is the natural tendency for the Thoracic, as business and salesmanship are for the Alimentive.

Whether the Thoracic finds his place on the stage or not depends a great deal upon his mental ability and his spirit to stick it out.

### Artistic Dresser

Because he is very desirous of gaining admiration and the approbation of others, and knowing that clothes have a great deal to do in making the first impression, besides his innate desire to always appear to others at his best, as well as having the inclination to want change, the typical Thoracic is your best groomed man.

Distinctive dress always attracts attention, remarks and comments from others. As the Thoracic likes to have the eyes of others levelled at him, clothes are a great gratification for this ambition.

He is the one who helps to put over the new fashions. In clothes, as in the fad of hair dressing and things new in every line, he is always ahead of the others. The man or woman who leads the vanguard in style is mostly of the Thoracic make-up, either predominantly or secondarily. Sometimes he may be inclined to over-do the latest fads and fancies of the fashions.

Besides this, the Thoracic has a most acute sense of sight and therefore is more sensitive to color and lines than any other type. The Thoracic has a keener appreciation of style and dress than the Muscular, Alimentive or other types.

He is always on dress parade, always putting his best foot forward, always at his best.

### Leads in Styles

Therefore the hair dress of both the Thoracic man and woman is always up to the minute. The Thoracic

woman can wear almost any style of dress with equal becomingness and when it comes to the matter of hair dressing any style becomes her with equal grace. The Thoracic is the natural model for the colors, styles and fashions.

Because of his thin skin, sensitive nervous system and delicate texture he is more conscious of roughness from every angle. He is therefore more fastidious in most of his manners and habits than any of the other types.

### Quick

This type enjoys a change in everything. For this reason he is sometimes called vacillating but that is not always really fair. He is so changeable in every walk of life, including his thinking, that he has done with one thing and ready for another while some of the other types are only beginning to make up their minds what to do.

### Quick Thinker

He is the quickest thinker of all the types. He seems to have an automatic think tank in his cranium. Given any kind of problem of life to solve where it takes thinking, he hands out answers so quickly that he takes the more steady, staid and conservative types off their feet. They, not understanding the quickness of the Thoracic, may misunderstand him in regard to his staying qualities.

**Intuitive Deduction**

He takes the problem that is to be solved, evidently passes it on to the subconscious mind, which, with apparent automatic action, deducts and hands out the answer.

**Plunges**

The virtue of thinking quickly, to right about face as quickly when he has made a mistake, so that he often remedies by his quick action what might have been fatal to others, is also one of his weaknesses, as well as one of his virtues.

This plunging spirit, which is due to his quick thoughts and actions, often brings him much unhappiness and failure.

He responds to his physical senses, rushes into a situation which, when he has time to deliberate, finds has been a wrong move.

In trying to right himself he is considered vacillating.

Therefore, because the Thoracic is quick in thinking, quick in action, quick in replies, quick in offering suggestions, quick in everything, he appears to be flighty.

Because his senses register everything around him quicker, and these in return are subconsciously deducted and given back to those around him, he is often considered vacillating. But this is because he gets sensations from sounds, sights, smells, tastes and everything that he touches, much more keenly than the rest of us. These sensations are sent to the brain, subcon-

sciously deducted, or in other words, he thinks quicker than other types, and hands down his decisions and is ready for the next move, for the next question to answer or problem to solve, while the rest of us sit on the side fence of meditation trying to get our thinking caps to work on a question which the Thoracic has already answered.

**Gets There**

Because his mind can deduct quicker than the rest of us, or think quicker than other types,—it does not necessarily follow that he is a better thinker than other people. He, of course, makes more mistakes in judgment than others, but he can change his mind so easily in contradistinction to the Osseous type, for instance, that he may remedy his mistakes while the other fellow is trying to decide what to do.

**Vacillating vs. Stick-to-It-iveness**

He is quick in everything, quick in his actions as well as in changes. Quick in his thinking as well as quick in action. This gives him the appearance of vacillating. This may be true of some Thoracics but most of the Thoracics differ from all of the other types in sticking to a position that they may not like. Although he is quick in action and is very changeable, yet he wants the best that life can afford in every particular, luxury and extravagance, and to have these things which his heart desires he will very often stick at a position which he does not like that gives him these good things, so you see it is not always fair to call him vacillating.

**Takes Chances**

Because of his quick action and changeability he will therefore take more chances than any of the other types —chances in anything and everything almost. So if he is in the business world he will take more chances in business ventures than any of the other types. Because of this he appears to make more mistakes and more failures than any other type but again this is not fair judgment of the Thoracic.

It is to be expected a man who tries more angles of business may have more mistakes and yet it is the man who tries something new, who is ever in the spirit of keeping abreast of the times, of improving his business and enlarging his affairs, who after all has had a better batting average than the one who never tries anything new—who never takes a chance.

**His Average**

Therefore at the end of the year the person who tries five things and succeeds in three has a better average than the man who has tried nothing, who has stayed in the same old rut. So the conservative type of a man who erroneously misjudges "changeable" Thoracics because they have made a failure or two, fails to take into consideration the successes the "changeable" man has had. Nine times out of ten the man who tries the new plans is the man who builds up a greater business.

Don't regret the many-decisions-a-year-blunders and "hits", but try to make fewer and better decisions. Analyze yourself, notice your common errors, mistakes

and poor judgment, so that you may overcome your "short-comings"—if a Thoracic.

### Change in Business

Anyone who has been acquainted with business methods in the last generation must be cognizant of the many changes in the business world. We have discarded old business methods and ushered in new. The man who is the successful business man today is the one who changed his methods as commercialism evolved during the last generation. The conservative merchant who is still conducting business on the same old lines, at the same old stand, in the same old way, in the same old building with the same old machinery, is not the captain of industry.

### Disease Germs

He is less susceptible than others to disease. He is so changeable and goes so fast that disease germs can't catch up with him. He is not as long lived as some of the other types because he burns up so much energy.

### Movements

All of his movements show the same energy and activity. He is not only more handsome or she is not only more beautiful than other types but the Thoracic is more graceful. They use their hands, arms, legs, feet, wrists and head to the utmost. Thus exercise and practice makes them more perfect in graceful movements. He handles implements of all kinds with much more dexterity than all other types

**Graceful**

He is more graceful in walking, in sitting and in all actions of life.

In the home, the Alimentive looks out for soft beds, leathered arm chairs, cushioned divans—the Thoracic looks for color schemes, drapings, and extravagant furnishings.

**Rich**

The man who is in a rut is never the Thoracic. He likes diversion, change and variety in everything, clothes, food, home, furnishings, business, pleasure, amusements. In fact, changing his mind is his middle name. If he is rich he builds new houses often more gorgeous and extravagant than the one before. The furnishings will be of the latest design, most luxuriant and extravagant, but even the most costly hangings and furnishings will be changed in a short time. He changes everything more often than any one else—even his mind.

**If in Moderate Circumstances**

If he is in moderate circumstances the spirit of change in his home and surroundings is manifested likewise. If he cannot afford to buy furnishings and new draperies, he must change the position of those which he has. He even changes the dresser from one corner to the other and switches his bed from one side of the room to another section—just for change.

He always tries to put on a good "front" and in his efforts may go beyond his means. His desire to have

the best things of life, sometimes gets him into deeper financial waters than is wise.

### Seldom Poor

He is seldom poor because he has so much dash, go, ginger and get-up to him that he has personality, which attracts friends, position and money. If he can't make a go of one thing he can change to something else and he is so desirous of having the admiration of others, the good things and the luxuries of life and being energetic, he puts enough pep in what he does, that he usually gets the things which his heart craves; but should he be poor, he will, like the Thoracic in moderate circumstances, have better clothes than he can afford and live beyond his income. He is the one type who would mortgage his future for the pleasures of today.

### Food

He likes change in food as well as anything else. Variety, Change and Variety.

### Few Complexes

This changeability has an excellent feature in the Thoracic, namely, he has less complexes than any other type. He is in one thing and out of it so quickly, he passes from one sensation to another so rapidly and lives each one so completely, that he is ready for the next in his easy changeable and gliding disposition. He does not have time to ponder on the negative side of life long enough to develop complexes.

### Moods

Because of his changeableness, he is prone to be in the height of ecstacy in one hour and in the depth of despair in the next, but he does not allow himself to stay in the slough of despair long enough to develop complexes.

He is seldom self-conscious in the sense of being timid, but when he is, he suffers more than any other type. Unable to live up to his ambition and feeling his limitation—wanting approval, unable to get it.

All of his actions being quicker, he has more reactions than any other type. In coping with the reacting stimuli, he is apt to become affected. This is why it is often said that those of this type are affected. Not necessarily so. He vibrates to more chords on the human pipe organ than others, and the reaction appears affected.

He is so active in his thinking, manner, motion and habits that he may appear to fidget to some of the other types, while to others the quick energetic motion of the Thoracic is so graceful in his easiness that it is not particularly disturbing to them but may be an attractive characteristic.

### Asset and Liability

Perhaps the greatest liability or short-coming of the Thoracic is his changeability, while on the other hand it may prove his greatest asset, so the Thoracic should endeavor (which can be done by psychology) to slow up on his changeable speed, throw the intermediate or

reverse clutch so that he will become more stable in both business, social and spiritual conditions.

He should be sure that when he does change his mind that he has taken plenty of time and thought so as to overcome his reputation of vacillating.

The disposition to be over joyous one moment and despondent the next, likewise should be overcome by the application of the laws of psychology. (These are made clear and plain in Practical Psychology and Sex Life by David V. Bush.)

**Humor**

Being a type of changeability and variety he has the usual or more than usual sense of humor. Being a talker, thinker and thriller all are conducive to making him an all round conversationalist among which humor has its place.

**Best Foot Forward**

The Thoracic is active at all times. He has either something to show, exhibit or talk about always. He is expressing his feelings, views, eccentric ideas and actions all the time.

**Adventure**

Because this type likes change and variety, he is the one who is interested in adventure and delights in and enjoys the thrills which he gets from romance and adventure.

The craving for change, adventure, chance, suspense and zest lure this man very often into speculation, gambling and other games of chance.

### Thriller

He is always thrilled or thrilling, due to the fact that everything which he sees, feels, touches and smells, gives him such keen sensations, that he lives in a world of adventure most all the time.

The Alimentive may be late to work, but if he is he comes in with a smile and will jolly you to overlook his tardiness. The Muscular delights in routine and is usually on time. The Osseous is never late, the Thoracic will average being late more than any other type, but when he comes in behind time he always has a thrilling story to tell you why he was not there, the reason he was detained, how it was that he could not make the street car, or there was a jam in the restaurant, or there was an automobile crash, street car accident or something else to thrill you. He is there with the thrills always.

### Spontaneous

We all like to be swept off of our feet. We like to be thrilled by the brass band, martial tread, hair splitting, jump-down-the-cliff-stunt of the movies, or anything which breaks the monotony of living. In the fresh breezes of the enthusiastic, entertaining Thoracic, we are entertained, spell-bound and thrilled.

### Luxuries and Extravagence

The Alimentive wants the comforts and luxuries. The Thoracic wants luxuries and extravagance, and because we get the things in life which we want the

Thoracic more than any other type gets and revels in the luxuries and extravagances. The desire for variety and luxury, coupled with the characteristic temperament to take chances and the disposition to hang on and work, that he may have the things he craves, means that he is next to the Muscular-Alimentive and the Cerebral-Alimentive—the type that has more money than any other.

### Successful Rich

The chances he takes in business, position, romance and adventure, give him greater opportunities for amassing wealth than any other type, and he gets it. While you would expect a Thoracic, who likes variety, to be associated in many different businesses and professions, which they are, yet the highest salaried people of this type are those who earn their living on the stage and in opera.

### Actor

They are natural-born actors. The next time you go to the theater notice the types behind the footlights and you will see that about nine-tenths of them are Thoracic. The long waist, kite-shaped faces, and tapering graceful hands. The next type for an actor is the Muscular—the born orator.

### Singer

It follows that nearly every great singer must have the Thoracic or the Muscular in them, the Thoracic pre-

dominating as a rule. The Thoracic, with his big lungs for vocal power, the chest, wide cheek bones and big wide nose for air passages, makes a great human sounding board producing the resonance necessary for a singer. The Muscular with the Thoracic lends the spirit of work and stick-to-it-iveness.

Every great singer has either the first or second element, lung power, big nose, large chest, for a sounding board and powerful heart action to play upon the other physical reeds to produce the tone in quality, color and resonance.

In short the Thoracic enjoys all kinds of music because he experiences a large variety of moods.

### Versatility in Traits

Inasmuch as charm, enthusiasm, responsiveness and ambition to please, are the most valuable of all social traits, the Thoracic naturally has a better start in social relationship than other types. This, however, is ofttimes offset by his quick temper, "fly off the handle nature" and his vanity, which often makes him appear affected. The short-comings, as mentioned in a foregoing chapter, should be overcome and can be overcome by the application of the laws of Psychology.

### Emotion

The Thoracic burns up a whole lot of his energy by emotion and temperament. He has as many moods as leaves in the fall have color. This makes him appear to be not only moody but flighty. He often does things on the spur of the moment for which he is sorry the

next minute, but he is so likeable and repentive of his errors that you cannot help liking the Thoracic. He also suffers more from discouragement, despondency and reactions from moods than other types. He is very impatient and impetuous and thus burns up much of his energy which might be better directed.

**Excitement**

We often speak about the temperament of artists. "Temperamental Moods" is only an excuse for our short-comings, but if anyone ought to be excused for emotionalism it is the Thoracic. He lives on excitement and exercises a great deal of emotion and therefore has plenty of temperament.

**Temperament**

He tells you what he thinks without taking a second thought. He is like a flash in the pan. He sputters it out and gets over with it. If the Alimentive does not like you, or if something takes place which irritates the fat man, he would rather keep it to himself than let you know about it. He dislikes misunderstandings, quarrels and trouble of all kinds. Therefore he does not get into much trouble, but the Thoracic is not going to swallow very much of any one else's "foolishness" and he lets you know it.

**Forgives and Forgets**

He may become extremely exercised and very angry on the spur of the moment.

He forgives and forgets just as quickly. The Thoracic never holds a grudge. He may sputter around and may

relieve his mind and uncork his effervescent spirit and "get it out of his system," but this is about all there is to it. He does not say it with the sharpness of the Muscular, or hold a grudge like the Osseous. He says what he has to say quickly, and gets over it just as quickly.

**Temper**

Because of his acute, sensitized physical senses, together with his thin, sensitive skin and his extreme quickness, the Thoracic is a quick, high strung or quick tempered person. Being more keenly sensitized, he is therefore temperamental and thus more given to outbursts of temper than other types. Thoracics may show their temper more often than others, but they also have many other good qualities which they also show more often than most other types.

**Friends**

Although he flies off the handle and flares up more quickly and on shorter notice than any other type, yet he always has a host of friends. He has such a quick, forgiving spirit, and can change from his anger to calmness and flaming love and friendship so quickly, that his temper is soon overlooked. Besides, he does not have the sting to his temperamental outbursts as have so many other types. The man who is slow to be aroused and then burns you to the heart's core with his biting, sarcastic, and cutting words, is the man who cuts you so deeply that it is hard to forget, and that type of man holds to his tempermental mood so long,

that he freezes all the love that you may have had for him.

**People He Likes**

The Thoracic does not have much patience with the man who does not see things as he does. Such a person is dull, cold, drab and dead to him. He likes the people who like the things he likes.

In spite of his high strung disposition and quick temper, high emotionalism and sputtering, you just like the Thoracic. He forgives so quickly and is so sweet in his forgiving and forgetting that you in turn hold no bitterness. He may go off like a Fourth of July fuse and blow up like gun powder, but the next minute he is so forgiving, he will lock arms with you and take you out for a treat.

**Sympathy and Kindness**

He has a great amount of sympathy and kindness toward others and will go out of his way to serve them.

**Voice**

You would naturally expect to find one who is desirous of receiving the approbation of others, as the Thoracic evidences in his personality, possessing a voice which such an ambition would develop. If he were cold toward others, indifferent to the pleasures of his friends, or acquaintances, or selfish in the expenditures of his talents, we would expect and find a rather coarse, perhaps semi-rasping voice, bespeaking the spirit behind the voice. Not so with the Thoracic type —there we find the most beautiful of all voices.

Not only because of his desire to expend his talents for others, but also because of the natural physiological make-up. He has the lung capacity, the resonant nose, the splendid vocal chords and high chest, which combine to give him a pleasant and powerful voice.

**Walk**

In walking he is as graceful as in other movements of life, and even though he be hurried he maintains his easy and springy step. The walk of the typical Thoracic is the springy walk. If someone steps on milady's train, it won't be a Thoracic.

**In War**

In war he makes the best sentinel, aviator and cavalry man.

**Amusement**

In amusements he runs true to form as in other walks of life—he likes everything—"Variety is the spice of life" and the Thoracic gets a whole lot of spice. Not only will he be found where the best clothes can be worn—at the Theaters, Dancing Halls, Balls and Society—but he seeks his amusement in every possible avenue of laughter, life and gayety.

**Vaudeville**

He especially likes the vaudeville program because of its "Variety"—dancing, music, jugglers and acrobats, revues, etc. There is so much "up and go" in vaudeville performances, that it appeals to his spirit of change, motion and action.

### Movie

But he, unlike other types, will be seen at every other kind and class of theaters and amusement halls. He cares less, however, for "Movies" than for the Drama, Comedy and Vaudeville, for the cinematograph program is too dull and quiet. There is a less percentage of Thoracics at the Movies than at any other places of amusement.

### Baseball

He delights in every phase of amusement or attraction. Go to a ball game and notice that about ninety per cent of those present are Thoracics. Go to the amusement parks, seashore, excursions and notice every conceivable thing that the ingenuity of man has conceived for the entertainment of his fellows, and you will see that ninety per cent of the assembled multitude are Thoracics.

### Sports

His favored sports are tennis, running, hurdling, baseball, sprinting and any kind demanding intense spurts of energy. He is not the "cross country runner" but the "100-yard Dasher". He acts quickly, and hence burns up his fuse too quickly to participate in any kind of a sport that demands long continued strenuous exertion. You could not conceive of a Thoracic being a prize fighter. He would play out too quickly. It takes the Muscular or the Osseous-Muscular, like Fitzsimmons, to make a prize fighter.

**Music**

His taste in music runs as true to form as in amusements; namely, he enjoys every kind and type. The Alimentive likes the simple home-like airs and love songs, light music and jazz, and while the Thoracic enjoys and appreciates this type of music, he enjoys almost every other kind. Notice the next time you go to a Symphony Concert or Opera how few Alimentives are there. The great majority will be Thoracics. The Mentals would also be there if their pocket-books could afford the price. Some of us go to the Symphony and Opera and say we enjoy the classical program, just to be in the "swim", and to vaunt our musical appreciation in the face of our fellow humans. While we really do not appreciate the music, we think it is the proper thing and therefore we go, although we may talk half through the program, thus belying our statement. That much we can say, and because it is good form to express appreciation of the performance, we sometimes can spill over in a rapturous manner, telling of our appreciation, but the Thoracic is there because he likes it. He can swing from the opera and symphony to the vaudeville and jazz with equal pleasure and enjoyment.

**Reading**

Because of his romantic and adventurous spirit the Thoracic likes the romantic and adventurous in literature, and enjoys detective stories.

**Youth**

The Thoracic structure is evidenced by a broad chest, large nostrils, wide cheek-bones, full and capacious

throat. It abounds in elasticity, and produces fewer lines than any other; for it is the fresh, youthful make of active impulsive natures, not steady enough at any one pursuit to acquire the wrinkles which are the product of continued application.

**To sum up the Thoracic's strongest and weakest points.**

### SOCIAL

| Strong Points | Weak Points |
|---|---|
| Charm. | Quick temper. |
| Vivaciousness | Vanity. |
| Responsiveness. | Inflammable temperament |
| Ambition to please. | Affected. |

### PHYSICAL

| | |
|---|---|
| Big lungs. | Too many spurts which burn up his energy and run down his batteries. |
| Strong heart. | |
| Splendid circulation, producing rich, pure blood. | |
| Quick in action to counterbalance any sudden physical emergency. | |

### EMOTION

| | |
|---|---|
| Sympathetic. | Impatience. |
| Quick in forgiving and forgetting. | Emotion uncontrolled, creating misunderstandings and delicate situations; expenditure of strength by consuming emotion. |
| Holds no bitterness or grudge. | |

## BUSINESS

| Strong Points | Weak Points |
|---|---|
| Friendliness. | Changeableness, which may become vacillating. |
| Human magnetism to attract others and business. | Excitability. |
| Good mixer. | Sensitiveness. |
| Ambitious. | |
| Adaptability. | |

## DOMESTICITY

| | |
|---|---|
| Ambition to be pleasant to others, | Temperamental. |
| Is true in his home; | Emotional. |
| He therefore has the ability to please his family and gives himself to them with the same effervescent freedom as he does the others. | Impatience. |
| | Temper. |

These are the characteristics of the Thoracic type, no matter what other combination of types form the composite of the individual.

Applied Psychology will overcome all limitations and build up strong points. For an understanding of the fundamental workable laws to strengthen your weak points and build up your strong points, see "Practical Psychology and Sex Life" by David V. Bush.

## NOTES

## CHAPTER III

## THE MUSCULAR TYPE—MOTIVE

### Activation and Accomplishment—Square, Active, Definite, Emotional, Hasty. "The Worker"

#### Layers of Meat

The third type as outlined by science is known as the Museular type. "Museular" is as its name typifies. The Museular individual is built more on museular lines than any other. He seems to be the person who has layers of thin musele-like meat laying one upon the other.

#### Muscle and Nerves

This muscular meat is firm, tense and aetive. The layers of meat are held together by a system of nerves, which means that the Muscular, beeause of the elose converging of the museles and nerves is more active than any of the other types. The Thoracic is quick in action and in spirits. The Muscular is active all of the time. He has to be doing something continually.

"The museular system is divided into two parts, known as the organs of strength and motion; the first set comprises what are known as the voluntary muscles, which respond to the action of the mind, while involuntary museles act independently as in the motion of the heart, lungs, alimentary canal, arteries, bladder, skin, etc. Those two sets of museles are inherited pre-

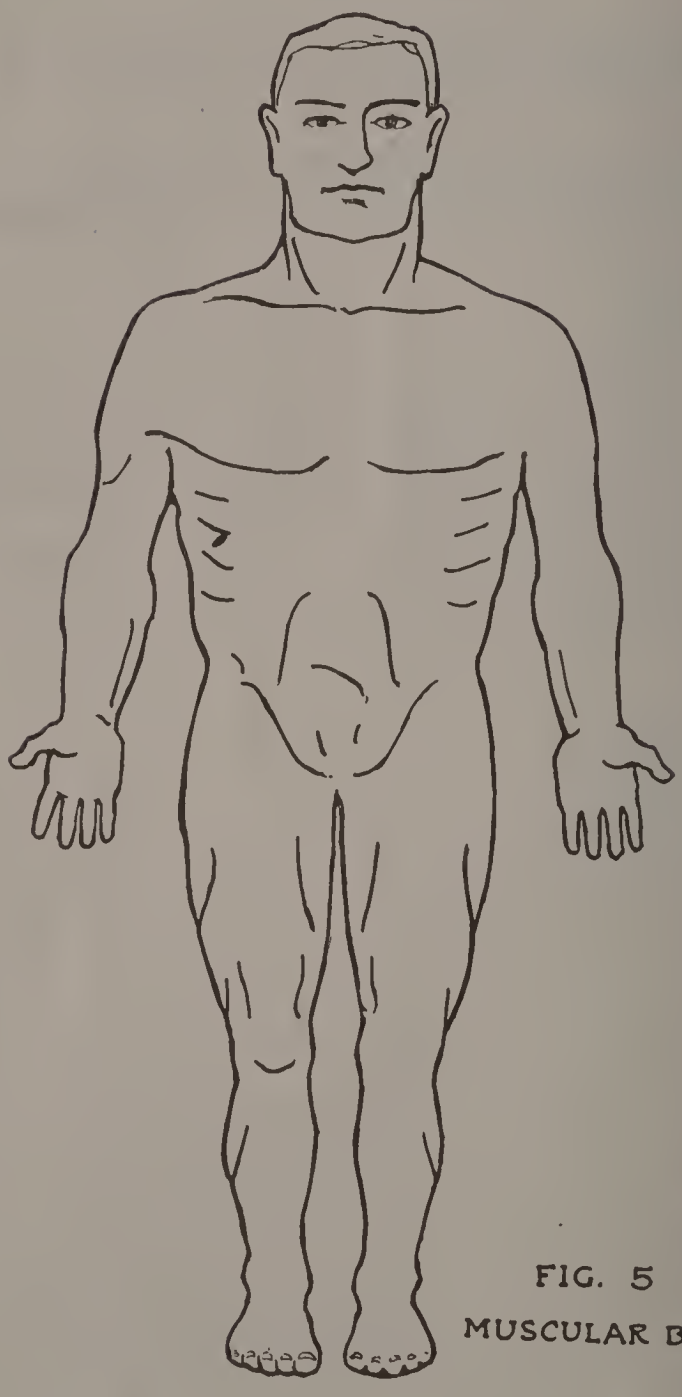


FIG. 5
MUSCULAR BODY

vious to birth; consequently we have only to do with their development and cultivation.

"In looking at nature, as exhibited in the vegetable world, we discover that of all the woody fibres, that species is toughest and strongest which, during its growth, exhibits the greatest activity or motion. The Elm is an instance of this fact. Its slim branches are constantly swinging gracefully in the air; no limbs bend more readily, and none are harder to break. This law, which unites activity with strength, pervades all the vegetable world; indeed, rules all animate life, and plainly teaches the great lessons, that motion and life, rest and death, are but synonyms of each other.

"At birth, a child is unable to stand, or even crawl alone; but as it puts forth effort, strength is developed, and continued activity soon converts a helpless being into one physically and muscularly strong; vigor takes the place of atomy, and languor gives place to lustiness."

The Muscular gets lots of exercise and "exercise in turn makes more muscles".

The Physical signs of the Muscular form are general breadth of the body, well defined tendons and muscles, heavy shoulders, a nose broad at the base, and a large short neck. The muscles may be developed by vigorous exercise in the shade, but the growth of the bones is dependable on the influence of sunlight.

### Greater Reaction on Nervous System

This close association and combination of the muscles and the nerves makes him the individual who has a

FIG-6
B-MUSCULAR HAND



FIG-6
A-MUSCULAR FACE

quicker reaction from the nervous system than any other type. That means that he is more emotional, more sympathetic, more tense and sprightly. In short, active in every particular. The reflex action of the nerves upon the muscles makes him extremely emotional which is, as a rule, augmented and somewhat exaggerated above other types. That is, his emotionalism may go to the great extreme of hot-headedness when once he is aroused. It may go to the great extreme of sentimentalism, sympathy, patriotism—inclination to be extreme in every emotional channel of life.

### Built on Squares

He is not only the person who is known by the layers of thin meat clinging closely together but he is built on the square. This does not mean that he is any more square in morals than any other type, perhaps, but his body-build is on the square. A square head, as compared to the kite-shaped head of the Thoracic and the round head of the Alimentive. His chin is square, the jaws seem to come down squarely from the temples almost at right angles at the chin.

### Jaw and Neck

The square-jawed man is the Muscular man. His neck is a little shorter than the average. He has a larger neck in proportion than any of the other types.

### Shoulders

The shoulders are broader and wider for his size than others. His shoulders also have the square effect, coming out and tending to stand out at right angles. The Alimentive has the curves and slopes, the Thoracic tends towards the high shoulders and the Muscular square. Instead of rounding as the Alimentive shoulders do, the Muscular shoulders seem to be chopped off square at the arms.

### Hands

This squareness is also manifested in his hands. Whereas the Thoracic has the long tapering hand and the Alimentive the round, dimpled small hand, the Muscular's hand is square and firm. At the wrist where the hand is joined at the arm there is not much width. It seems to be the elongation or tapering of the arm running into the hand.

### Feet

The feet are also built on squares. There is as much difference between the foot of a Thoracic and the Muscular as there is between a duck's foot and a chicken's foot.

### Fingers

The fingers of the Muscular are spatulate; that is, square. Whereas the fingers of the Thoracic are somewhat slender and pointed—the conic finger, see Charts No. 37, 38 and 6B; the Muscular is square and thick. The fingers are square or paddle shaped at the tips.

**Short and Stocky**

The Muscular man as a rule is short and stocky, below the average height, although big men may have a predominance of muscularity when other types make the combination.

**Neck**

A sturdy neck is evidence of power, prowess and longevity. At first glance it may appear that the Muscular's head is small owing to the thickness of the neck.

**Hands**

Like the rest of the Muscular, his hands are built on a series of squares. They run out from the wrist and down in a straighter line and tend toward right angles.

It takes work and then work to create art. Paderewski says that he can tell when he fails to practice eight hours a day. That is work. The little delicate hand could not stand such driving power.

Every kind of art is the result of indefatigable effort and work. Without a strong hand to execute the desires and ideas of the head there would be no art.

The artist must have a head well balanced and housing a brain that thinks; a soul to prompt the thoughts of creation, but back of the soul and brain there must be the stocky Muscular well knit hands for the execution of the artist's ideas.

It is easily understood then why the artistic-minded, the aesthetic and the connoisseur do not "create the beautiful things which they appreciate."

The artists' hands like the artistic temperament is

very much misunderstood. In ancient times as well as in our day, we have had the delicate, tapering fingers associated with the artist's hand. "Art" and "Artists" sound so delicate, gentle and angelic that we have almost intuitively thought of artists as having such sweet, tender little tapering hands.

Just as we have wrongly said "inconsistency, thy name is woman" so have we wrongly thought "hand of frailty, thy name is art". WRONG again.

From the remote yesterday down to the movies of today the typical artist has been pictured with a frail, curving, and a slightly tapering delicate hand.

That kind of a hand denotes a keen "sense of artistic values, a love of the artistic, beautiful and aesthetic"; the appreciative value of the artistic but not the ability to create.

Of course, we mean such arts which entail the use of the hands in accomplishing or creating those respective arts such as sculpture, cartooning, painting, architecture, craftsmanship or music. Now that the ancient idea of the artistic hand has lost its savor with you, could you imagine a real piano player like Rachmaninoff or Paderewski with a little delicate, tapering fingered hand?

Such arts as "singing, dancing or musical composition could hardly be called artistic activities". We mean those "arts which depend upon the human hand to work."

By watching the hands you will get a sure and interesting index into the person's type. Each type has its own hand.

If you have not yet noticed the different hands, do so, and see how different they are in shape, size and texture.

### Artist

Although the artist, as we stated above, must have a square Muscular hand with square, powerful finger tips, yet the pure Muscular seldom makes an artist. It needs the combination of brains and muscle for art. A combination of fifty per cent Muscular and Mental makes the great artists.

### Singers

The combination of Thoracic and Muscular makes the best singer. The lungs and chest for power and sounding board, nasal cavities for resonance, but muscle for the strength and endurance, as well as action to put into effect the talent of the singer.

### Action

Action is the dominant feature of the pure Muscular. Muscles all keyed to go and they must go at something all the time.

The Muscular works until he can work no more. Therefore if he controls his actions and puts each move where it will count, he has one of the very best qualities for success of all the types.

Just as the brain and nervous system are highly developed by activity, so is the muscular and bony system. The whole make-up of the man who "does things"

suggests activity. Muscularity is his predominant physical capital.

This unguided physical force is like a powerful steamer without a pilot, rushing onward, mayhap, to swift destruction. But action is their nature, and act they will, for weal or woe; hence the great importance of teaching those strong boys the true aim of life—self-government and strict sobriety.

### How to Interest the Muscular

The man of bone and muscle likes to think of himself in action. Muscular exercise, out-of-door freedom, skill, agility and strength—these are the things in which he is interested. You can also interest him in thoughts of himself using tools, building or operating machinery, traveling, or perhaps working in his garden or among his fruit trees. By an easy step in analogy this man is also interested in politics and religion, freedom and reform (see reform below), and in mechanical principles and construction.

### Impressive and Courageous

The Muscular form, being compressed, rigid and compact, gives such individuals a quick firm step and generally rapid motions. They usually lack the gentle and tender emotions which we find in the Mental or Thoracic form. They have vigor and intensity in everything; this class is impressive, and capable of lasting attachment. They are noble in ambition and fearless in enterprise, when possessed of a cultivated intellect.

### Muscular Animals

They resemble the muscular animals; the lion, grizzly bear, tiger, panther, lynx, gorilla, etc., all of which are full of physical courage. Such men dare to do for themselves, and usually are quite considerate.

### Many Sided Emotions

They are proud. Being irritable and high tempered, men of this form are vehement, intense, emotional and strong. Their irritability and emotions affect the liver, which is largely under the influence of the mind, and this causes them to become bilious, or to have derangements of the portal and hepatic systems. They have a very changeable and contradictory temper.

### Religion

In religion they are apt to be remarkably inquisitive, penetrating in scientific investigations, and prying and expert in domestic affairs. Good in all serious affairs, except prayer; sumptuous in living, and imperious as superiors.

### Manual Workers of the World

The Musculars are artisans, craftsmen, constructors and builders—we make the most use of that part of our bodies which is the most pronounced. The Musculars being of preponderant muscularity, it then follows they are the world's workers in every line.

### Muscle and Brain

"Men who are authors, and at the same time strong in muscular proportions, will give evidence of boldness

of conception in natural science, mechanism, or the fine arts, such as only comes from physically strong persons. Dr. Johnson was an exceedingly strong man. Robert Burns, when a plough boy, could handle any two boys of his age. Shakespeare carried the brick and mortar with which to build the tabernacle in which he afterwards performed his plays before Queen Elizabeth. The shady halls of colleges damped and dwarfed not his great mind. Benjamin Franklin could carry a form of type in each hand up two flights of stairs while it required an ordinary boy to use both hands to carry one of such weight.''

**Immigrant**

Most of the immigrants coming to America are Germans, Poles, Italians, Russians and Jews. These peoples are more muscular than any other types. Hence, the majority of immigrants are of the Muscular variety.

**Work**

If you employ the Musclar be sure that you set him at a task where he will be doing something all the time. To put him at a post of duty where he must remain inactive, is not only robbing yourself of money and loss of his time, but also spoiling a real worker.

**No Vacation**

He may not take a vacation for many years. Then after two or three days of rest he will be up and doing, finding something to do, no matter how trivial. He just must keep busy.

You can trust this type to work harder than any other. If you want a pace setter, here is the man to get.

Working in gangs to build bridges, tunnel under rivers, build the subway or ribbon the country with steel railroads, the Muscular type have fewer bosses, foremen or overseers than other types.

**Few Unemployed**

Because he is such a good workman, needs less watching and enjoys working, instead of ease the Muscular is found less frequently among the unemployed than any other type.

Go to the nearest park where the unemployed sit for hours and see how many Musculars are there. Not one in a hundred. They like work and like the rest of us they get what they want both by thinking about what they want via the law of attraction and by bestirring themselves. They get a hustle on their shanks mare, shuffle their feet and use their lower extremities to transport them to the place where work is to be done. Once there the eagle eye of the employment man picks out the square headed, square jawed, square shouldered individual and puts him to work while the Alimentive and Mental look on (if they are near enough to see) and shake their heads in wonderment why they, being the first ones in line are not employed, and the Muscular who swept into the line a minute or two before gets the job.

It may be said that the Alimentive manages the world, the Thoracic entertains the world, and that the Muscular does the real work of the world.

**Ambitious**

The Muscular is very ambitious. He is so active in doing things and getting things done that, of course, the next characteristic would be ambition—for it takes ambition to desire to do things. The Muscular is the "worker and doer", but his ambitions are along practical lines in every particular. He is the most practical of all the types.

**Practical**

The Alimentive wants comfort and he gets it. The Thoracic wants friends, admiration, the best things of life, and he gets them. The Muscular wants the practical things of life and he gets them. He is so practical that he is not as ambitious to make money as the Thoracic or the Alimentive. He does not care for the comforts or the luxuries of either the Thoracic or the Alimentive. He just wants to understand life from every angle and from every viewpoint and in every phase from the practical standpoint. Therefore, his ambition is directed along most practical lines. He is neither stingy nor extravagant. Therefore, his big question is "will it work?" What's the practical side of the affair? He is not lured by golden schemes and things that he has not seen. If he cannot see its workability, he is not interested.

**No Snob**

He, therefore, is interested in the practical way of living, in home, government, politics, religion and ethics. This makes him very democratic in spirit, and

even when he achieves fame and wealth, he declines to take advantage of the situation of the common people, and is inclined to consider all people as his equals. He does not lord it over others or consider himself above others.

**The Doer**

"If your practical person is also of the financial type, he likes to think of himself as doing things which will result in profit. There is scarcely any proposition of any kind you may ever wish to present to a practical financial person which cannot be presented in such a way as to make that person think of himself as getting something done both practical and profitable. If you can make him think of himself in this way, you will have aroused his interest."

He does not always demand money or the things which money can buy. He likes the workable and wants to get out of life the workable things.

**Democratic**

He, therefore, because of this democratic spirit, is in the majority in all kinds of reforms, being so democratic himself you will naturally find him defending the "under dog". He likes the common people and thereby attracts more of them to him than any of the other types. He may not have as many friends, owing to the practical ability of his make-up—in not spending the time as a Thoracic and Alimentive in cultivating acquaintances and friendships—but he has warm friends and enough to make life full to the brim for him.

**Reformer**

He is in reforms of all kinds and on that account he is often found in the ranks of the radicals. The world is made better by people who are called radicals in one generation and saviors in the next. Lovejoy, William Lloyd Garrison, Voltaire, Thomas Paine, Robert Fulton, Robert G. Ingersoll, Emerson, Elbert Hubbard and Jesus were all radicals, and yet the great benefactors of the race.

The Thoracic has the natural aristocratic and innocent superiority radiating from his energetic and charming personality. The Alimentive thinks that the other fellow, the common man, and the under dog are what they are because it is their fault, but the Muscular puts himself in the place of the "under dog" and spends much of his time and energy in fighting the battles of reforms.

Therefore, his ambitions are always tempered with the spirit of rendering the greatest amount of service to his day and generation.

**Courage**

The Muscular form is developed by all kinds of energetic and healthful muscular exercise. Those who are distinguished by it are sensitive and energetic. They possess abundant physical courage and although comparatively slow to anger, are desperate when exasperated. In the purely intellectual powers they are seldom gifted, but when urged to practical exertion by love, ambition, rage or fear there are few obstacles

which they cannot surmount. They are iconoclastic in spirit and when irritated may often become destructive.

Being of a courageous spirit, coupled with emotionalism and the spirit of a scrapper, together with the born oratorical talent, makes him the ideal reformer.

It takes a person who really enjoys scrapping and a fight to put over a reform and the type that really enjoys fighting is the Muscular. Personal combat—fighting—is a matter of muscular activity. Therefore, the individual with muscularity predominating is the one who can put up a good scrap, and to put over a reform it is extremely necessary that a man can stand the brunt of the battle.

**Why?**

He is so practical, that if things are not right in politics he wants to know why. He is so practical, that if there seems to be lack of common sense in religion he wants to know why. He is so practical, that if there is any leak in the government or body politic he wants to know why. He is so practical, that if the accepted theories seem to be obsolete he wants to know why. He is so practical, that if anything goes wrong or times are out of joint he wants to know why. Not only does he want to know, but he is sufficiently democratic that he desires his neighbors to know it. He has the scrapping spirit and wants his opponent to know it, so that all in all the Muscular is the typical reformer and his ambitions are therefore not for his own comfort, fame, luxury, or wealth alone but for the general welfare of his fellowman.

### The Scrapper

Because he likes scrapping, he gets it, and for that reason he is in trouble more than any of the rest of us. The Alimentive is always finding a way to escape trouble, slipping out from under difficulties. The Thoracic sputters out his little sputter, and takes it back about as quickly as he sputters, but when the Muscular begins his sputtering he says it with a whole lot of emotion, backed up by earnestness and often with a sting, so that he often bumble-bees others, and their efforts to pull out his stinger ofttimes gives him a whole lot of trouble and broken ties and friendship. The square-jawed, square-headed, square-bodied individual is the "Teddy" Roosevelt type of a fellow who likes to scrap for the joy of a wholesome, honest, straightforward battle for righteousness—or for the joy of fighting.

### The Fighter

Most all the great warriors are of the Muscular or Osseous types—Pershing, Joffre, Napoleon, Hindenberg, Petain and Haig. Notice the next policeman you meet, if he isn't of the Muscular type. The man who is on the frontier of either civil or pioneer life protecting the rights, comforts and pleasures of others is the man built on squares.

### The Strenuous Life

He is the man of the strenuous life. He may preach it and live it and kill himself by it as did Theodore Roosevelt. Still he continues his democratic activity and humanitarian objectives.

**Snubs the Snob**

Being so democratic himself and having tenderness and sympathy for others he has no time for the person who thinks he is better than other people. To him "a Man's a Man for a' that" and has no patience with the one who likes to put on airs, spread eagle speech about the family tree, and then lord it over others. If he snubs anyone it will be the snob. In fact he rather likes to assert his superiority to the snob and delights in "taking him down a peg".

**Home**

He likes his family to have the good things of life. Not particularly the fuss and feathers and frills. He is as practical in this as in other things. He wants his children to have a worth while training and a better start in life than he had.

For this reason he will plan years ahead. He has a bank account so as to provide for future necessities. The Thoracic will very often go beyond his means to satisfy a passing whim of fancy. But not so the Muscular, he is too practical for that. He wants the good common things, expects them and, of course, gets them, but he is not inclined to mortgage his future for the passing pleasure of the moment.

The Musculars do not spoil their children as much as others by indulgence. They expect their children to work. They even teach their scions early in life "to do" things, and by such teaching, the young by virtue of their service and work are thus able to provide many of the comforts of life.

The Alimentive demands the comforts, the Thoracic the unusual and odd, but the Muscular the essentials and necessities.

By teaching their children at an early age to work they are usually able to take care of themselves in a material way better than children of some other types.

The Muscular as a parent is not so rigid as the Osseous, temperamental as the Thoracic, nor lenient as the Alimentive but is more practical and efficient in parenthood.

**The Simple Life**

Although the most strenuous of all types he leads the most simple life of all. He is seldom a dissipater. He retires early, works hard to get the simple and practical things of life.

The Muscular is not an easy going companion like the Alimentive nor spectacular or thrilling like the Thoracic but just an every day sort of a man.

**Clothes**

The Muscular is just as practical in his wearing apparel as he is in everything else. The Alimentive buys his clothing for comfort, the Thoracic for distinction, but the Muscular buys his for durability, not because he is stingy, for the Muscular is not a stingy man. He is very careful and saving not because of a penurious disposition but because of his praticality.

If a woman, she likes clothes that she is not afraid to handle—the durable kind. The same is true with the man. How much wear can they get out of them? That is what they want to know. The Muscular cares less

for the color than the Thoracic and that is because he has not the same color sense as the latter. He cares more for the quality than the style. His clothes conform more to the standard of dress than the fashion plate. He does not even take the time or trouble to buy clothes that fashionable dressing demands. He is so practical that everything he does, is done from a practical standpoint, so he considers it a waste of time as well as energy to spend hours shopping for clothes. He does not dress in the extreme even though he has a great deal of money. When this type uses considerable time buying clothes or clothing himself, it is not because he likes it, but for a purpose.

The mother who makes over clothes for Johnnie, or the oldest brother's clothes for Sammie is the Muscular mother. In the first place it is her nature to buy clothing of the durable kind that can be made over, and in the second place, she is following out the characteristic of her type in liking to make the clothes over from the practical standpoint of saving money.

### Walk

His walk, the same as every other action, is forceful, determined and powerful. You can tell the heavy tread of a Muscular before you see his features. He will start across the ballroom with as much pep and force as the ordinary person would take in starting a foot race.

As you make a further study of the walk of man you will find a great deal of interest in being able to close your eyes and know the Muscular before you see him.

### Movements

Movements of every description are forceful, decisive and energetic. They go at the most trivial thing as though all their future depended upon it.

If they root at a ball game, they root. If they play tennis, they work their hardest. If they play checkers, they put all their force in it, and if the game drags too much they will not be in the next one. Movement, action, is their keynote, and they are going to play that note or quit.

If they speak they put all their force into the effort at hand. If they sing, they combine action with the effort.

### Busy

If you want to wish bad luck on the Muscular shut him up where he cannot be active. The Alimentive delights in taking it easy, in rest, in the smallest number of movements possible, but not so the Muscular. His muscles are made to be on the go, and on the go he must be or he will become not only restless but ill.

Do not put the Muscular at an idler's job. Put him where he can be blowing off steam all the time. If you employ a Muscular give him work where he will be busy all the time.

### If an Employer

He wants things done right and on time. He sets a rigid standard for doing things both for himself and his employees. He lives up to the standard he has set and expects all those working for him to do the same.

He is not an easy man to work for but he is quick to reward merit.

**Temper**

Muscles and emotions are so akin that to fly off the handle or to go on the warpath not only occasionally but frequently may be expected in the typical type. If he were Alimentive-Muscular this would be tempered greatly or if Osseous-Muscular he would not fly off so quickly but once he did become enraged it would require some time getting him and the handle together again.

The Alimentive will not argue or have words with you. He will avoid you. The Thoracic will tell you what he thinks of you, a flash in the pan, a sputter, and then is ready to invite you out to luncheon, but the Muscular wants to have it out with you.

He imagines his wrongs to be greater than they are, uses extravagant language to give vent to his feelings and will stay in his disgruntled attitude unyieldingly for a long time.

He is often in violent quarrels with his friends, and since he does not get over his angry moods as quickly and as gracefully as the Thoracic he very often loses his best friends for life.

**Friends**

They like friends, have many, and will do anything for them. Even for a person whom the Muscular knows but slightly, if he takes a fancy to him he will go the limit.

His heart and his home belong almost as much to the stranger as to his family.

This, of course, is prompted by his spirit of democracy and well wishing for others.

**Forgiver?**

The Alimentive keeps cool or slides away from the wrath of others so that he will not get into heated words or a verbal battle; the Thoracic sputters, splashes and is soon cooled off and has just as quickly forgiven both himself and the other fellow but the Muscular is not quick to forgive.

He is lavish with his good things, shares his home with others, and when he has been taken advantage of he does not forgive easily or readily. But he does not hold a life-long grudge as does the fourth type.

**Actors**

While the predominating features of the Thoracic make the actor yet many of the greatest emotional actors are of the Muscular type. Many of the great tragedians have been small men, Booth, Mansfield, Sir Henry Irving, Edwin Forrest, Keene.

To be a great emotional actor or a great tragedian requires a tremendous amount of prolonged energy. In the first place, it requires a great deal of work, years of study and practice, and in the second place, to go through a heavy emotional or dramatic scene there is more real physical and mental energy expended in

twenty minutes than the average working man spends in ten hours of labor.

When we understand that the Muscular has a more lasting temperament than the Thoracic, a deeper well-spring of emotion, and greater staying qualities for work and energy, we see why the heavy workers on the stage are of the Muscular type.

**What They Need**

The two types who should receive charitable consideration from the other types—from the emotional standpoint we have termed the temperamental, or the artistic temperament—are the Thoracic and Muscular. Both types, of course, should learn to control in the domestic, social and civil life their "artistic temperament" or temperamental moods, so as to be complete masters of every situation.

On the stage and platform as well as in any walk of life, the Muscular is the great worker. Notice the next stage performers and see the one who is always active, who is doing the heaviest part of the work, and you will see he is a Muscular or muscularity predominates. The acrobats are Muscular for the same reason as the Musculars are workers, and it takes a worker to become an acrobat.

If you see a team of acrobats and one seems to be much larger than the other, you may at first be fooled as to the muscularity in the larger man. If you take a second glance you will see that the small man is considerably below the average height, while the larger of the team is about the ordinary Muscular size.

### Voice

The same with his voice as everything else—muscularity, force, power. He is unconsciously making more noise in speaking than any other type and if you were to let him see himself as "others see us" he would not only be surprised to know that he was talking louder than others but it would be difficult for him to tone down.

Try it on any Muscular and see if he can soften his voice in one day. You will have a long tedious job on your hands to get him to put the soft color into his voice and modulate it fittingly for the fastidious ballroom or social parlor or ordinary conversation.

### Orator

The Muscular has a voice which with his spirit of activity and work, makes him the typical orator. Every great orator has been of the Muscular type. Not only does he work to pay the price for his success in this line; not only has nature endowed him with the foundation for the voice, but he has the true inbred spirit of democracy, the pioneer, to champion a cause for the betterment of mankind, whether in religion, politics, morality or science.

### Enthusiastic

Everything that he does he does with a vim. His actions, energies and "go spirit" make the Muscular a real man. He goes at nothing in a half-hearted manner and his enthusiasm often carries him to the high tide of success whereas the more sedate, deliberative,

Osseous and the more changeable Thoracic and the easy going Alimentive often land at first base only while he makes a home run.

Emerson says that enthusiasm does all things. The Muscular owes much of his success to this element—enthusiasm. This is another contributing element for the actor, acrobat and orator.

**Talker**

He is more of a plain talker than a florid spieler. He is straight from the shoulder in everything and wastes no words in making his point known or understood.

He does not use particularly fluent speech but direct and decisive—right to the point.

He may be so energetic in his private conversation that he uses superlatives too much but what he says he means.

If he has a large element of the Mental in him, he will then become a powerful speaker, having the combination of voice, action, decision, human sympathy, simplicity and democracy.

The one with the social or love development is the one to whom the populace will listen, and who will attract large audiences.

Notice the next public speaker. For instance, some of your college professors. They know their subjects. They have coolness, deliberation, a vocabulary that would choke a dictionary, but watch how cold and listless are their hearers.

### Oratory

While the loud voice is a social handicap it is a special virtue for speaking to groups, congregations and audiences. You very often hear people mention the quality of an orator's voice as much as what he says.

Theologians and some school professors have an idea, that if you have anything to give the world in the way of thought that you need no voice culture or public speaking training. They think the world will stand with arms akimbo and listen open-mouthed—no matter how it is uttered. Wrong. Can you recall a great orator who has not a loud or resonant voice?

The world's orators are Muscular—necessary for action, power, energy, voice and work.

An orator, like an artist, cannot be made without study, practice, preparation, and work.

### Emotion

All emotions affect the muscles. Laughter brings the muscles of the face upward, sorrow downward. All affect the muscles, and as the Muscular is the best equipped to use his muscles we may look to him for some of the deeper and more intense volcanic-like emotions, outbursts of temper, anger and fury. It requires not only a good voice to make a great orator, but also emotion to sway his hearers.

### Food

The pure Muscular prefers plain food—meat and potatoes. The Alimentive wants rich food and lots of it.

The Thoracic, variety and change, but the Muscular gets along very well with plenty of plain eatables.

He is so fond of meat that it is hard for him to live on a vegetable diet, but he can.

The Alimentive desires rich foods and dessert, the Thoracic uncommon dishes, but the Muscular just plain simple food.

**Rich**

You would expect a man who is courageous enough, and big souled enough to champion the cause of the "under dog", to be in the ranks of philanthropy when he has become well blessed with this world's goods.

The Alimentive spends his money for his own comfort and the comfort of his family. He does not have a deaf ear to special drives and appeals for charity and benevolence, but is prompted more by the desire of not looking like a tight wad, or he gives for good business reasons rather than from the native urge within.

He usually thinks the other fellow ought to take care of himself.

The Thoracic delights in spending his riches on himself and friends in palatial residences, gorgeous furnishings, and fanciful trappings on which he feasts his own eyes and soul.

But the Muscular does not delight so much in spending his money on possessions for either himself or his family, but his delight is in spending his money in that which he thinks is worth while to other human beings—he bets on the other fellow.

The Muscular is the typical worker. His type are in the majority among day laborers and middlemen, the

manual and mechanical toilers. There would be a greater number of rich Muscular men if they had not so much activity. We mean, of course, in proportion.

Many of the great financiers of the world are Musculars. This is true when the Mental or some other type is blended with the muscularity. Alimentive-Musculars or Mental-Musculars are the typical millionaire type.

### When He Is in Moderate Circumstances.

We get the thing we most desire, and inasmuch as the Muscular has but simple habits, and moderate tastes, he is most often found in moderate circumstances. He is satisfied with the good things of life in a moderate way. Therefore he gets them. The Alimentive wants the comforts and luxuries, the Thoracic the extravagances.

### Reading

He does not care for the sentimental so much as the Alimentive, nor the adventurous so much as the Thoracic. He still holds to the line of the practical, desiring true stories, news, current events and problematic literature.

Because of his own action he delights in the activity of others. Therefore he is a frequent reader of the sport page.

But he is so active all day, and spends such a strenuous whirlygig time of it, that he is often too tired at night to read anything.

### The Stage

Plays of the everyday kind appeal to him. Unlike the Alimentive he delights in the problem or social play. These deal with the everyday problems of life which he understands, and which he delights to help solve.

### Amusements

He is often seen at serious lectures, unlike the Alimentive who steers clear of dry discourses. The Muscular enjoys these lectures if they are not too idealistic, or too theoretical. He is living here and now, and he enjoys most, the lectures along practical lines.

The Muscular doesn't go to the theater merely to be amused. He considers that more or less a waste of time. Therefore, comic-opera, revues, vaudeville and variety shows do not strongly appeal to this type. He considers that these serve but little purpose and are somewhat a waste of time. He is so practical that even in his diversions he does not want to be entertained merely for entertainment's sake. He desires amusement that will help solve the problems of life.

### Sports He Likes

Everything with pep, ginger, snap and strenuousness makes a hit with this type—tennis, handball, basketball, baseball, football, punch ball, running, jumping, rowing, putting the shot, and pugilism. Nearly all experts in these lines are of the Muscular type or with muscularity predominating.

**Trouble**

He does not slide out of troubles like the Alimentive or get swamped with them like the Thoracic; he stands up to troubles and beats them off. He can meet the most severe ones with the least amount of quiver, excepting the Osseous, who is the most stoical of all types.

**Music**

John McCormack, Caruso and all of the great singers are the embodiment of the Thoracic coupled with the Muscular, or Muscular-Alimentive. I think without a single exception all famous singers are a combination of these two or three types.

**His Favorite Music**

Band music, stirring music and music with "get up and go" is the kind this type prefers. Marches are his favorites.

## TO RECAPITULATE

The Muscular or Motive type is a combination of squares—head, body, hands, feet.

The pure Muscular is below average height. A combination of layers of meat, one upon the other, giving him a firm, tense, sturdy build and appearance in every particular.

The Muscular's main characteristics are work, ambition, noble courage; isn't afraid to take a dare, fearless, strong emotions, sometimes not as tender as the Thoracic or the Mental but capable of tremendous expression.

If possessed of a cultivated intellect, is very capable of lasting attachment.

Love for democracy and the "under dog", ardent and true in loving.

He is the scrapper, reformer in religion, politics, ethics, or any new movement. He is the natural born orator.

Action is the dominant feature of the Muscular. His muscles are all keyed to go, and they must go at something all the time. Because he is built to be active his muscles are taut all the time like the strings on a harp; he may have the greatest blessing of man or he may prostitute his great gift. Therefore, the Muscular should be careful that his actions count for something, not merely jumping-jack maneuvers to let off steam.

The Muscular works and he just can't keep from work. He keeps on going until he can work no more. Therefore, if he controls his actions and puts each move where it will count, he has one of the very best qualities for success of all the types, but his tendency to be active or at work doing something, without well directed concentration is one of his greatest handicaps.

The Muscular should be very careful therefore that he learns how to concentrate and how to make every move count. It isn't the person who makes the most moves, who can jump the farthest, or hop the quickest, who always gets the largest amount of work done. That person very often has to retrace his steps. His brains

do not control his feet and he has to do the same thing two or three times before it is rightly done, whereas the other person who is slower in motion, more controlled in action and more subdued in disposition, does the thing and does it correctly the first time.

In a certain big concern was a stenographer whom the superintendent did not like. He was of the Muscular type himself, and he wanted everyone around him to not only be as busy as a bee, but to be hopping like a jumping-jack. This particular stenographer was of the type to take things slowly and coolly but she was extremely accurate. She appeared to do less work than the other quick-acting office help, so that the Muscular did not perceive that every move of hers counted while the quick-acting employes had to retrace their steps and do their work over again.

So when an efficiency expert came to help the concern on to a better efficiency system, the expert within half a day came back to the superintendent and said, as he mentioned this girl's name, "I have found—". The superintendent interrupted the expert before he had a chance to finish his statement, and said "I knew you would find how inefficient that Miss Smith is". "No," said the other, "she is the most efficient one in your whole office. She is the only one who can concentrate, who controls her energy and who makes every motion count".

The Muscular should be sure that his inclination and desire to work, to hop, to skip, and to jump, is all focused where each action will do the most good.

**To sum up the Muscular's strongest and weakest** points.

## SOCIAL

| Strong Points | Weak Points |
|---|---|
| Generosity. | Common ways. |
| Straightforward. | Loud voice. |
| Honesty. | Positive in his thought and actions. |
| Sincerity. | Pugnacity. |
| Democratic in spirit. | |
| Reformer. | |

## PHYSICAL

| | |
|---|---|
| Great muscular development. | Tendency to overwork. |
| Staying power. | To scatter his energy. |
| Endless effort. | Lacks concentration. |
| Indomitable work. | |
| Not easily tired. | |

## EMOTIONAL

| | |
|---|---|
| Enthusiasm. | Anger. |
| Sympathy. | Temper. |
| Interested in the sorrows, troubles and pains of others. | The spirit of combativeness. |
| Desire to be of service to others. | |

## BUSINESS

| | |
|---|---|
| Hard worker. | Too argumentative. |
| Long hours. | He wants to scrap over every issue; |
| Desire for efficiency. | While he does this, other fellows close the deal. |
| | Combativeness. |
| | Pugnacity may be good for the reformer or the orator but not for business. |

## DOMESTICITY

| Strong Points | Weak Points |
| --- | --- |
| Protection for the future for himself and family. Practical in everything in the home life, teaching his children self-help. | Temper followed by cruel, angry words which stick like barbs in the heart of his friends and family. |

These are the characteristics of the Muscular type, no matter what other combination of types form the composite of the individual.

Applied Psychology will overcome all limitations and build up strong points. For an understanding of the fundamental workable laws to strengthen your weak points and build up your strong points, see "Practical Psychology and Sex Life" by David V. Bush.

## NOTES

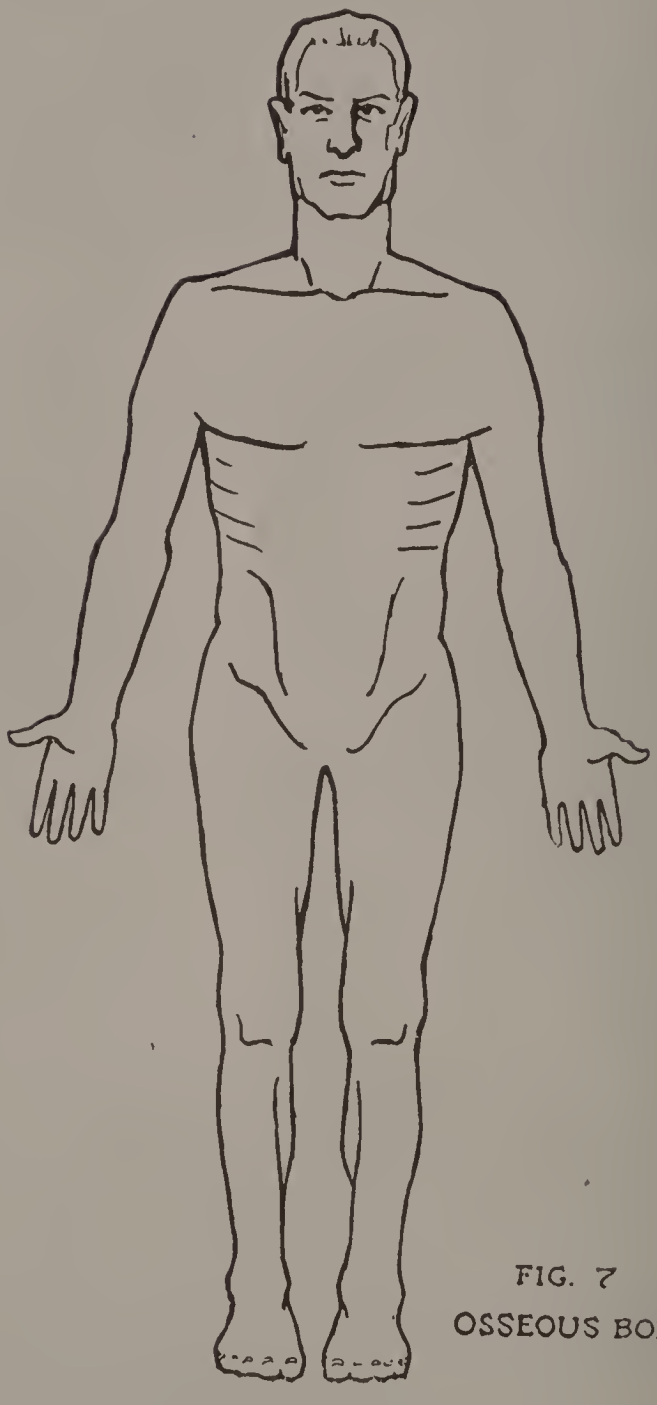


FIG. 7
OSSEOUS BODY

## CHAPTER IV

## OSSEOUS OR BONY FORM

### Skeletal—Bony—for Leverage and Equilibration. Angular, Rough—Stalky, Slow—Stable, Deliberate

### Mountains vs. Men

Dr. Joseph Sims has well said: "Geologists in speaking of the mountain ranges of North America, refer to the Rocky Mountains as the backbone of the continent, and the lesser ranges branching off this central system, as the ribs and support, and we find they bear a striking similarity to the bony structure human body, in the apparent support they give to other portions of the earth's surface. As the rocks represent the stable and reliable portion of the globe, so the bony structure of man and other animals, gives firmness and tangibility of character, which cannot otherwise be obtained.

### What Makes Big Boned Men

"There are two great causes which go to produce and develop large bones in man and animals.

"The first comes from nature, in the shape of soil or food, and water. For instance, the States of Kentucky, Virginia and Tennessee are famous for tall men, fine horses and large mules, plus other things that might be named. The foundations of those States are laid in the lime rock, which everywhere prevails under the surface, and hence the water supply to man and

FIG-8
B-OSSEOUS HAND



FIG-8
A-OSSEOUS FACE

animals is largely impregnated with lime, the material of which bones are made.

"Its secondary influence is found in the fact that the cereals are largely built up from this source. The wheat, corn, straw and hay of those States contain a larger percentage of bone-producing food than is found in the grain raised in many other States.

"The second cause is exercise, which grows naturally out of a healthy and rapid bone development. The inhabitants of Tennessee and Virginia, who ride much on horseback, are usually large, lank and powerfully framed men. That species of exercise does not call for the use of the muscles so much as other labor, and yet is sufficient to make the bones grow. Prominent men in our own and other countries are striking examples of the intimate relation between exercise and large bony structure. Washington, six feet three in height, rode a great deal on horseback.

### Great Osseous

"Lincoln, whose early life was one of much exercise, towered body and mind above his fellows. Lafayette, the great philanthropist and Franco-American defender of liberty, was one of the tallest officers in our revolutionary army. The exercise of his school days at Chavagnac, his birthplace, developed the boy into the tall bony man, whose honesty became a proverb. Alexander the Great, Brutus, Mahomet, Cromwell, and a host of others might be named who were all tall and bony men, and on them, above all others, the nations relied for support.

"The influence of sunlight and exercise tends toward developing the bony structure, while the reverse actions deteriorates it.

**Honesty and Bankers**

"The bankers of London, at the present moment, are puzzled to devise some plan by which their clerks may be kept honest. We say, the only way is to procure boys from the country districts who, by the exercise necessary to farm life, have finely-developed bone forms, for with this class of organization will be found stable honesty of character. Perhaps some finely-dressed city fop may wink, and wince, and say 'a country lad could not do the business, he would be "so green."' We reply, that George Peabody was a country boy, who had an excellent physical constitution, the foundation of which was laid in country life. Nearly all the London and New York bankers were raised in the country, and do not seem to be so green as the city fops, who never mount the ladder of fame, or wander abroad except after gaslight.

"Large men, whose bones bear a full proportion to the other parts of their bodies, will be found to be decided, firm, persevering, honest, honorable, hopeful, slow and sure; enduring, constant in affection, poor politicians, progressive in science, peace-loving, yet full of moral courage.

**Osseous Are Born and Made**

"Variations among members of the same family may frequently be observed. The father may have very large bones, and the mother very small ones, and the

children might inherit the individual qualities of either parent exclusively, or a commingling of both. Bone culture is an inheritance not confined to one generation, but permeates through a long line of ancestry, and, like liberty, or any other of the great blessings of humanity, its price is 'eternal vigilance'.

"While marriages are contracted without due regard to fitness of organization, the children born under such circumstances will not only vary, but are likely to deteriorate; consequently every child should have special education and training to preserve and bring out the best type of man.

"The poorer the structure, the greater care is required to develop better conditions. It is the poor farm that needs the husbandman's nursing hand. What a stupid mistake those parents make, when they train up their delicate, puny children to be tailors, shoemakers, etc., thus dooming them to a life of disease and early death.

**Sunlight and Fresh Air**

"They should have been sent out into the sunlight and pure air, to gambol and play the livelong day, or to swing the axe, to climb trees, or take any exercise that would in some measure remedy their poor fortunes.

"It is time we should learn the fact, that labor out of doors in fresh air is physical salvation, to be followed, not preceeded, by mental safety and beauty.

**Bone and Brains**

"When the bony form becomes allied to brain form, we have men of great genius. Cicero, Locke, Tasso,

Petrarch, Shakespeare, King Alfred, Tyndall, Wyckliffe, Liebig, Morse, Lincoln, and thousands of others, were specimens of this combination of bodily and mental strength. This form gives decided features and well-marked physiognomies, which indicate energy of character and honesty of purpose.

**Fine Qualities**

"Bone-brain men are slow of motion, strong of mind and body, possessed of untiring energy and powerful passions, which make them disregard the groveling law of common life, by which the bulk of mankind are governed. They devise gigantic schemes of adventure, and great and perilous undertakings in the pursuit of science, power, or renown; linked to their purposes by the bony hands of a strong manhood, they pursue profoundly and accurately, without extravagance, the great business of their lives. This combination produces the grave and thoughful, prudent and doubtful, orderly and mathematical, mechanical and inventive genii-men who are usually dignified and safe in every enterprise. They are firm in step, cautious in their vocations, and penetrating in science.

The following verse pictures men of the brain-bone make:

"Big was he made, and tall, his port was fierce,
Erect his countenance; manly majesty
Sat in his front, and darted from his eyes,
Commanding all he viewed."—Oedipus.

Or, as Shakespeare has remarked of large men—

"Why, man, he doth bestride the narrow world
Like a Colossus; and we petty men
Walk under his huge legs, and peep about,
To find ourselves dishonourable graves."

"Most of the bone-brain form can labor and think with apparently little exhaustion, and to be great requires that capability in an unusual degree.

"Strength of bone structure is allied to honesty and reliability of mind. As Owen, one of the greatest anatomists of the present century, has observed, 'The only difference between a wise man and a fool is a few grains of phosphorous more or less in the brain'.

"So with regard to firmness and honesty of character, a few pounds more or less of bone makes all the difference between an honest man and a villain. Shakespeare was right when he made Julius Caesar exclaim while he plotted for supreme power in Rome—

"Let me have men about me that are fat,
Sleek-headed men, and such as sleep o'night;
Yon Cassius has a lean and hungry look—
He thinks too much; such men are dangerous!"

"He knew that he could bribe and purchase the silence of the plump, jolly fellows, but the angular, long men were too honest to be bought.

**General Sherman**

"General Sherman was six and a half feet tall, and no more upright or honest man ever faced bullets on American soil.

"Ewing, who raised Sherman, said he was the most reliable boy to do an errand he ever knew, and by far too honest for the political field.

"When you see a man moving like a tall pine among oaks, rest assured that in connection with his fine bony structure will be found probity of character. Care, however, must be had in arriving at conclusions on this subject, as height alone is not the sole criterion.

"Some men are not so tall, who have larger bones, in proportion to other portions of their body.

"The general appearance of the bones of the face, the squareness of the shoulders, etc., are signs which indicate the prevailing bone build. Prominent wrists, knuckles, nose, cheeks and forehead stand out plainly, as if to say, here I am, you can depend upon me in case of emergency."

**Other Types**

All the features of the various types run true to form. The Alimentive is built on circles, with small body frame work compared to his fatness. The hands and feet of the Alimentive are small, fat and dimpled to correspond with the rest of his body. The Thoracic has a kite-shaped face tapering from the cheek bones down to the chin and a slight tapering from the cheek bones to the hair line on his head. His hands and feet are long and tapering to correspond with the rest of his make-up. The high wide chest naturally tapers toward his waist line. The Muscular is built on squares and has hands and feet which are square, and which correspond to his body. The Osseous has a bony body

so his hands and feet are equally bony to correspond with the rest of his bodily framework.

Things just don't happen in nature. There is a reason why each person acts as he or she does. This reason is largely governed by his or her type. But it would be a most fatal world if nature made each person by using a mould from which the person could never be changed.

### Psychology and Human Analysis

While we act as we do predominantly because of our type, yet every element of each type in all individuals is subject to psychology—the power of mind over the body.

Our ambition in this text-book is not only to show the outstanding and peculiar characteristics of the respective types, but to give the inspiring assurance that the weakest points of the various types are susceptible to reconstruction, bolstering, modeling and development, while the strongest features may be buttressed, reinforced and given added power and strength.

The Osseous is the last type to be classed by science, yet he is no doubt the most extreme of them all.

### Small Osseous

The Osseous does not necessarily have to be a six footer. That is the extreme type, but any one whose bones are big for his body may be largely Osseous no matter what other combination of types may compose his make-up.

**Built on the Oblong**

When looking for the Osseous type we might say we would find a person built on oblong outlines. His squareness will be elongated. He is full of right angles and sharp corners.

**Face Oblong**

In looking at the Osseous directly from the front it is very readily seen that his face resembles an oblong, quite contradictory to the round Alimentive, the kite-shaped Thoracic, or the square-jawed Muscular.

Even the side face of the Osseous will present more of the appearance of an oblong than any other.

**Cheek Bones**

In judging the Osseous cheek bones, care should be taken that the formation is not confounded with that of the Thoracic. The Thoracic is wide from cheek bone to cheek bone and then tapers toward the chin, giving the kite-shaped appearance.

The Osseous is the bony man and the typical Osseous will always have high cheek bones, but instead of tapering toward the chin the lines run perpendicularly down toward the jaw corners. The typical Osseous cheek and jaw bones are somewhat narrower than the Thoracic.

This gives an oblong effect to the features of the face the same as we find the oblong effect in the rest of the Osseous make-up.

If there is a blending of the broad high cheek bones and a slight tapering toward the chin, you have a combination of the Thoracic and Osseous.

### Head Oblong

What is true of the face of the Osseous is also true of the head. The symmetry of oblongality will be traced throughout the entire make-up of the typical Osseous. High head, long neck and prominent Adams Apple.

### Hands

The hand of the Osseous also carries out the oblong shape. It is long and in the typical Osseous it would be somewhat gnarled.

Like the hand of the Muscular it runs straight down from the wrist without tapering. While the hand of the Muscular is hard and tense, the Osseous hand is bony, large jointed, angular and is really as rigid as it looks.

### Hand Shake

Now this rigidity is carried out also in the Osseous' actions and characteristics. There is no flexibility in the hand shake of the typical Osseous. There is little bending in the entire make-up of the Osseous. His hand shake, therefore, conforms to the rest of his unbendable determined martyr-like characteristics.

Should the oblong hand be flexible it is evidence that there is some other type in the make-up of the bony person.

### Fingers

Large, bony, knotty fingers typify the Osseous type. This, of course, is in conformity to the rest of the

Osseous' build and framework. Quite in keeping with other of his bones and joints making up his physical organism.

Therefore, the hand, face and head of the Osseous conform to the rest of his build and structure.

The Osseous is big boned. There are small Osseous individuals as we mentioned above, but wherever the bones are big for the body that person is of the Osseous type.

The typical Osseous is usually a big man, the six footer. The typical or extreme Osseous is always tall.

To know the Osseous, bear in mind a person whose bones are big for his body. Prominent ankles, knuckles, wrists, and elbows, are sign posts of the Osseous man.

The bony man is the Osseous man.

**Compared With Other Types**

When the body is built on circular lines and fat predominates you know that that person is of the Alimentive trend no matter what other elements may compose his make-up. If he is florid, has a kite-shaped face, tapering hands and feet, you may know that no matter what other combination of types may be in his construction that the Thoracic predominates; if he is built on the square, square head, chin, hands and feet, you may know that no matter what other types may be blended in his composition he is of the Muscular, while the person in whom bones, knuckles, big joints and oblongarity are pronounced, is of the Osseous type no matter what other types may be exhibited in the individual. Just as he differs from other types in his phy-

sical constfuction, so does he differ in his personal traits and characteristics.

The Osseous, "the raw-boned man", who has been called the "stayer", is an outstanding figure in any group of people.

His whole physical framework is the embodiment of bones and immovable joints. This rigidity is as clean cut in his mental fabric as in his physical composition.

Large joints are more significant than height, but a large jointed man is one who has considerable of the Osseous in him.

### Looks the Part

This rigidity is consciously or unconsciously acknowledged by all who meet the extreme Osseous. He looks like the fellow who can make up his mind, take his stand and keep it. And that is just what he does. He looks the part of immovability, unchangeableness, and stability and he lives up to his looks.

### Not a Good Mark for Hold-Ups

Because of this firm, determined, power-house of strength, the thugs and sand-baggers pass up the bony man.

### Barkers Stay Clear

People who are wont to lord it over others steer clear of the extreme Osseous. He is not approached on the street or elsewhere by anyone in a familiar way or "tone of voice". The big boned, formidable, angular,

tall Osseous gives others such an impression of his body, muscle and mind that the "hot dog peddler" doesn't call "hot, get 'em red hot" at him.

### Hands Off

The typical Osseous is the personification of "hands off" to street vendors and beggars, who seldom approach him. Neither is he approached by gold-brick salesmen or hold-ups.

### To Recapitulate

To determine a pure Osseous look for big bones, joints, and knuckles. Remember there are small Osseous as well as big, but most Osseous are above the average height. By watching for large knuckles and joints you will be able to determine the Osseous.

An oblong face with high cheek bones.

Oblong hands and oblong feet—will show the typical Osseous.

### Meat vs. Bone

You can dent a piece of meat, likewise, the fat man—he will let you change his mind or he will even do it for you to keep peace and have things go smoothly. The Thoracic can change his mind or way, for you or himself, as easily as the seasons change. The Muscular will put up a fight to maintain his place or ideas, but the Osseous will stay there, like Custer's Last Fight, until every last man jack surrenders his notions when he might then change his mind. When he does change, he is as immovable as before.

### Immovability

Immovability is read in capital letters all over his make-up, in his physical, mental, and moral tendencies.

The Rock of Gibraltar has nothing on this type. Just as winter in the Land of the Midnight Sun comes to stay for six months, so the Osseous when he comes to a decision; he has made it, to stay by it until many suns may come and go and many winters make their advent and pass into history.

When he is once set he is "SOT". This may apply to his home, town, business, profession, idea, or chair—when he's there, he's there to stay.

### The Stayer

That's him—he stays. He not only "stays put" when once responsibility has been thrust upon his shoulders, but he STAYS at everything, everywhere, every time.

He is slow to make up his mind, but when it is made up, it's made, and it's going to take several of old King Cole's horses to move him.

### Martyr of the Ages

He is the one who dies for his beliefs and languishes in prison and refuses to recant. As examples of this stoical type we may mention McSweeny, Eugene Debs, Washington and Lincoln.

Each of these men suffered either criticism, ostracism, the whips and slurs of outrageous fortune, which finally brings other types to their knees, but which has no effect upon this one. In fact, opposition only

spurs him on. He dies for his faith—He is the world's best pioneer and the martyr of the ages.

### Distinctive

It was the bony man who made the Puritans and the Pilgrims. The typical New England type of today is the descendant of the Puritans and as distinctive in their make-up and characteristics as a Japanese, a Russian, a Scandinavian, or a Jew.

### Conservative

His spirit of conservatism has in every particular its reflection upon his mind. That is, he does not change often, either his mind, clothes or anything else. He has therefore, the one track mind. It is not hard for him to get in a rut and when he does, it's easy to stay there.

There is one good feature about the man who does not change his mind too often. If he knows how to concentrate he may accomplish more than other types who scatter their energy by changing.

### Endurance

"Most of the bone-brain born can labor and think with apparently little exhaustion—to be great requires that capability in an unusual degree."

### Dependable

Of all types this man is the most reliable and dependable. You can trust the Muscular to work, the Alimentive to "Boss", the Thoracic to be spectacular,

but the Osseous is always on the job, wherever he may be placed.

The Alimentive slides away from trouble, the Muscular flies off the handle and the Thoracic blows off steam, but this type is usually the same—steady, and does not waste energy by emotional skyrocketing.

He likes responsibility and when once given this, the employer should let him work out his own salvation. He will always be on the job but he should not be prodded or driven.

Do not try to give him constant advice. In business dealings with him rely on him and let him know that you appreciate his dependability.

### Word Good as Gold

Not only is this type the most dependable of all others but he lives up to his promises more than any other. The man whose word is as good as gold is the Osseous.

### Straight Laced

The Osseous man is straighter up and down in physical lines than other types and in this he conforms to nature; namely, he is more straight laced than any other type.

### Clothes

He doesn't change clothes any more than his mind. If he finds a collar or hat he'll stick to it a hundred years. Watch the clothes on the typical New Englander. There are more old fashioned clothes worn

in New England than in any other section. Just notice and you will find that all these people are of the bony type. It is his make-up not to change.

### Food

He likes the same food, eats the same menu for a lifetime. He doesn't change in this any more than he changes in other things. This is really good for his digestion, easy on the pocketbook, and healthful in general.

### Friends

He is as conservative in the number of friends he acquires as he is in other things. He doesn't make many friends but the few he has he stays by.

He lives unto himself more than any other type, and cares less for social life or for the limelight. Therefore, he is not a good mixer.

### Responsibility

He likes responsibility if given the kind that does not require too much thought and work. Give him a thing to do and he will stay by it till the judgment day.

If you are an employer, to get the most out of an Osseous, shoulder responsibility upon him. After you have given him the responsibility, you may go about your way knowing that he is sticking to the job. He may have to be hurried a little, but do not prod him or try to push him. He is always on the job. You do not have to watch him.

### Poised

It is natural for some types to like opposites. Do you not like the sturdy, steady, dependable Osseous? Think how calm, firm and poised the bony man always is. We, who are hot tempered, easily touched off, hair triggered, high strung, easily aroused, who have had to spend so much energy following the admonition of Scripture, "He that ruleth himself is greater than he that taketh a city" can appreciate the always poised human—the Osseous.

That passage of Scripture was not written by an Osseous. He would not have understood. It needed the hot tempered, quick acting, temperamental Thoracic or Muscular to have written "He that ruleth himself is greater than he that taketh a city". What energy we have lost—what power the Osseous has stored up!

### Man of Few Words

He does not often openly condemn and seldom praises. When he does you know you are deserving of it.

### Tongue

Can a woman hold her tongue? Yes, if she is an Osseous. The Osseous refrains from answering and talking under all conditions, just as he keeps his sorrows, griefs and misfortunes to himself. He also keeps his ambitions, useless gossip and idle tales closeted within his own bosom.

### Talk

They therefore, talk less about their private affairs and are more reticent than others. The Alimentive can jolly either himself or others; the Thoracic is very confidential and the Muscular outspoken, but the Osseous knows how to keep still.

### On Time

The bony framed man is always on time. If he makes an appointment he will be there and he will expect you to be the same. If the Alimentive is late at work he stops to explain; the Thoracic will thrill you and not give you time to be angry, but the Osseous will be there Johnnie on the Spot—punctuality personified.

### Honest

You remember he is always on time. This is true with his debts. If he has an obligation to meet he is there with the money or else to tell you why. He gets less credit than any other type because he asks for less. He seldom approaches the credit man, although he makes the best risk.

### Emotion

He is always somewhat repressed. He keeps the lid on. He is not easily aroused but when he is, he is like the volcano that belches forth its fury of lava when there is no other exit for the inner turbulence.

The Alimentive smiles and slides away from emotion. The Thoracic uncorks on the spur of the moment. The Muscular effervesces at the drop of the hat, but

the Osseous has to be prodded, goaded, and rough-ridden for a long time before he gives vent to his emotion. He'll stand more than any other type. He'll take more than any other type, but when once the limit has been reached he has more fury in his emotionalism and it lasts a much longer time.

He cannot be forced or driven in any way at all, with perhaps the single exception of backing him in a corner and goading him too deeply.

**Temper**

It takes a long time to arouse his temper, but when it is aroused, well, get out of his way. Just as it takes a big mogul locomotive with a long heavy train, longer to get under way and longer to stop, so it is with the Osseous in temper.

You may goad him until his patience is almost exhausted, but he still remains immovable, but when the last thrust strikes home and he begins to snort, it is time to get out of his way just as you would flee from an onrushing, enraged rhino.

The Alimentive never does get into a rage or temper. If he is hungry or sleepy he may be a little irritable but never in a temper. The Thoracic has a quick, fluttering temper but it is soon over, with no sting left behind. The Muscular's violent temper leads him to take it out in fights but when in time the Osseous' temper is aroused, and the volcano explodes, the Osseous continues to reflect and holds it in mind when everyone else has forgiven and forgotten.

**Doesn't Forgive**

The Osseous is as rigid as the New England stones among which the Puritans were raised. He seldom forgives. The man who will turn his wayward daughter away from his home and say "Never darken my door again" is the man of the bony type.

**Diseases**

"Disease cannot be said to afflict the Osseous more frequently than any other type with the exception of moodiness, fear, especially financial fear, long sustained hatreds and resentments, to all of which the Osseous is highly susceptible.

"The mental afflictions, coupled with lack of change, are directly responsible for later stages of disease in the majority of cases."

**Sorrow**

There is nothing soft about this type in anything. He is not the mushy, soft type in love; he is not the sentimental, gushing type in business; neither is he weak-kneed or "shaken as a reed in the wind" when it comes to the more weighty and heavier cares of life. He can stand grief, sorrow, and misfortune without wavering an eye. He is most stoical in all life's stormy experiences. He never wears his heart on his sleeve, neither does he tell his sorrows to others, and he doesn't like others to tell their sorrows to him.

**Movements**

He is the slowest of all types. Slow in his actions, slow in his movements, slow in his maneuvers, slow in

everything. The Thoracic is quick and always doing something, the Muscular is active and never rests, Fatty is easy going and cheerful but brother Osseous is slow and cool.

### Music

He likes the rhythmic, staid and dignified selections in music. He is a type that seldom changes his ways, which is a whole lot in his favor. There is no one type better than another. They all have their strong points and their weak ones.

Would that we all had had more of the Osseous in us when it came to the change of music, from the harmonious ballads of thirty years ago to the trash of the last decade.

The Osseous does not like jazz—such a difference and such a change from the music he appreciates that the modern jingles would disgust him.

The bony framed man likes the martial type of music, the classical numbers and ballads are favorites with the Osseous.

### Mechanical

He is methodical, mathematical, orderly, mechanical and inventive.

### Systematic

Have you ever heard of a neat housekeeper who can go to her cupboard at night, in the midst of the blackest darkness, without a candle, put her hand on the shelf

where there is one tea cup, or on another shelf where there is a platter, or in another part of the cupboard where there is this dish or the other dish? In short, the person who knows where everything is from ribbons and bows, to bolts and nuts, is an Osseous. "A place for everything and everything in its place" must have been written by the oblong individual.

He is as systematic in his business as he is in everything else. Everything is always done just so and he expects everybody else to do it in like manner. Therefore, he is a hard man to work for, or a difficult partner with whom to harmonize. He does not give and take like other types, even in considering their little mannerisms in system, method or work.

If one of your boys comes in the house and flings his hat in the corner, or tosses it under a chair, and forgets where to find it, he is probably a Thoracic. If the other boy always hangs up his hat in the same place you will understand why—he is an Osseous. The difference is in their types.

The families who wash on Monday, iron Tuesday, mend Wednesday, sweep Thursday, clean Friday, bake Saturday, are all from the sturdy pioneer type of the Puritans and of Osseous extraction.

**Plans Ahead**

The Osseous is never hurried; he has everything worked out in plenty of time to the last detail. Did you ever notice people rushing to a train, baggage late, all out of harmony, covered with perspiration? They were not of the Osseous type.

Not only is he methodical and systematic, but he plans way ahead and lives up to the schedule. Whatever he plans to do he is ready before the hour strikes to do it. If he is going to take a trip he knows where he is going ahead of time. He knows what road he is going to travel on, what time the train leaves. His bag will be packed and his trunk ready long before the time for departing arrives, and then he will have a timetable in his pocket well marked and thumbed.

**Social**

He doesn't care for the social life, for the display of clothes, for the applause of the populace, nor does he aspire to be attractive in a group. The Osseous women are even less fond of display.

The woman who cannot understand why her niece, a Thoracic, wants to spend time dolling up and dashing out to social affairs is an Osseous.

**The Rainy Day**

This doesn't bother the Fat Man or Thoracic. The Muscular is saving, but not because of fear, as is the Osseous. Their fear of change, and their fear of the future, is why so many Osseous stay at the same job at a small pay all their lives. They are afraid to risk anything, even to taking a new position, even though the prospects may be much better.

**Reading**

A few authors are all he reads. He will spend a quarter of a century reading one subject and ignore

everything else. When he finds one author he likes, he will read everything he writes.

They will read the same paper or magazine for forty years. You see they are not changeable even in their reading.

**Rich**

Even when rich he never takes up fads, or spends money lavishly; most conservative of all types; avoids extremes, so when he is rich he spends his money as all the rest of us do to conform to his type and habit.

**The Osseous Cares More for Money**

He cares more for money than any other type, and that's the reason, or one of the reasons, why there are fewer millionaires of the Osseous type than of any other. You don't get money by hanging on to it. You get money by using it. He pinches it too much and squeezes it too hard. This makes him negative instead of positive, hence he cross circuits the money currents.

Another reason why this type seldom acquires riches is, he cares so much for his money and is so conservative, that he never takes a chance, or never runs a risk like some other types.

But this desire to be careful with money, when he is combined with some other type, is the reason why he is so successful in banking and in other business where he has charge of the other person's money.

**No Nerves**

This is an age of nerve diseases—neuritis, neurasthenia, etc.—but see how few Osseous have nerve

trouble—they are too cool and reserved for that. Their power-house of energy has too many extra volts of calmness to succumb to nervousness.

Compare them with the Thoracic who is highly sensitized.

### Hoarder

Have you noticed in the old-fashioned families, people who make their wills passing on to others personal trinkets which they have accumulated? That's the bony type. They use it as long as they can and then want others to share it when they're gone. Such people are hoarders. The wildest imagination could not fancy a stingy fat man, a tight wad Thoracic, nor a penurious Muscular. The fellow who pulls the purse strings tight around his wad is the man who has a lot of bone. You wonder why some children are spendthrifts and others are saving. Analyze their types and you have the key. The bony man hoards everything. The family that has accumulated enough old furniture and bric-a-brac to fill all out doors, has some members with the Osseous strain in them.

### Longevity

He lives longer than any other type for two reasons: Doesn't burn up his nerves by anger and emotionalism and does not overeat. Does not care as much for foods as the first three types and likes to save his money. These combined characteristics contribute to his long life. Were it not for the harboring of resentments and grudges, the Osseous would live very much longer.

**Walk**

He is as true to type in his walk as the others. The Alimentive wabbles; the Thoracic has a springy walk; the Muscular, a quick heavy tread, while the Osseous is deliberate, staid and a little mechanical. He would not get a hustle on him if Vesuvius sent a radio, that it would belch forth its lava upon him at the next cross-roads.

He has been walking with that mechanical ease for centuries. In fact, so long that he likes it; after all, isn't it sensible?

The author can speak with authority, being one who has burned up enough energy in useless walking to broadcast several concerts, vaudeville shows and Ringling Brothers circus programs by radio. The Osseous does not hurry either in walking, love making or anything else.

**Constant**

You could not, now that you know the pure Osseous type, imagine him flighty or fickle any more than you could imagine Gibraltar becoming flexible or the Andes swaying in the wind. He is constant, staid, dependable and sure.

**Specializes**

He is therefore seldom versatile, but stays on one track or in one line better than any other type. He makes a good specialist in whatever line he may follow.

To have more than one thing doing at a time upsets him, makes him irritable and exasperated. "This one

thing I do'' is a good bony type phrase, whether Paul was an Osseous or not.

### Contrary

The big boned man, the big knuckled man, the oblong faced man always takes the opposite side. Tell him to do a thing and you can count upon it that he won't. All of us have a certain amount of that stubborn ''won't do it because I'm expected to do it'' characteristic, but the Osseous has it developed to the nth degree. If you want an Osseous to do something you should not make it a command or even a suggestion. You had rather intimate something to the contrary, expecting him to do the thing you do not ask him to do and then you may get done the thing you want.

He is ''agin'' everything. He doesn't know why, but he is, but this is a good thing for us after all. It helps the world to keep its balance and its poise, saves it from running away from itself. It takes him a long time to change his mind and when he does, he is well intrenched in his old time habit to stay ''sot'' where he is and be ''agin'' something else, in turn.

### The Pioneer

We sometimes wonder how the Osseous could be a pioneer, a trail blazer, leading in certain reforms, when it takes him so long to change his mind, and that he seldom does. That is because when things go wrong, he begins to think how they can be righted. He does not jump at conclusions over night, but takes plenty of time

to figure them out and when once he has made his decision, nothing is permitted to alter or defer his action.

It took our forefather, the Pilgrims, a long time to make up their minds what they were going to do to rid themselves of ecclesiastical and civil tyranny, but when once they determined they would seek a new country, free from the yoke of the king, independence now and forever, they defied the power of the throne, they braved every danger on land and sea, and amid a thousand perils in storms and hurricanes, fought the blasting elements of the rigorous winters of New England, faced famine and death and beat off the redskins. It took them some time to make up their minds what to do, but when their minds were once set there was no stopping them, they accomplished that which had seemed impossible.

While they were putting over one great reform, such as the Independence of the United States of America, bringing freedom not only to themselves but to the great wide world, they were by necessity of their leadership ahead of the times, and yet in many other things at the same time, they were conservative, slow and contrary. The present-day Osseous still runs true to form just as his Puritan forefathers did.

The big boned, sturdy built, Rocky Mountain man is made to withstand the hardships of life and endure the perils on the outskirts of civilization. Wherever the battle flag of man's evolution in commerce, state or religion is unfurled in a new territory, country or continent, the Osseous is the man who will be holding and guiding the flag pole, and will, although imperiled by

suffering, pain and death, plant the emblem of progress upon the battlements of advancement.

The world is eternally indebted to the Osseous type.

### Home

He is probably the hardest type of all with whom to get along. The Osseous men give their wives the smallest allowances. There is less of a democratic spirit in the home of the Osseous than in other homes. He expects everybody to conform to his same manner of living without expressing their own views and if they do, they must be expressed in the soft tone and under a whisper behind closed doors.

He expects everyone in his home as well as in business to be systematic, methodical, because he is. Because he is so rigid, less adaptable than other types, he cannot understand why people do not see things as he does.

### People He Dislikes

The bony man does not like people who try to speed him up, hurry him on or make him change his habits. Fat people irritate him, but his worst aversions are the people who try to dictate to him. This type cannot be driven. The only way to handle him is to let him think he is having his own way. "He likes the submissive, amiable people who never interfere with him, lend themselves to his plans."

### Sitter

He has so few motions that he doesn't exercise himself enough to talk with his hands like the Jews or

Italians. He doesn't move enough to unlimber any way, physical or otherwise. Therefore, when he sits he does not care to lounge or lie down. The Alimentive will find the cushioned seat, the Thoracic will change his easy chair from one position to another. The Muscular will find a way to cross his legs or move about in such practical manner as the easy furniture will allow, but the Osseous wants to sit up straight instead of slumping in chairs. He prefers straight chairs to rockers. Therefore, you see the law of compensation among the types is at work. The Osseous makes it possible for the other types to have what they want while he gets what he desires in furniture and chairs.

### Writing

He has no flourishes in writing. He is neat and saving in paper—true to form again—conservative and does not write much at any one time.

**To sum up the strong and weak points of the Osseous.**

### SOCIAL

| Strong Points | Weak Points |
|---|---|
| There are no purely social traits with the Osseous. His general straightforwardness and uprightness might, however, be put under the category of his social assets. | Reticence.<br>Stiffness and sometimes awkwardness.<br>Disinclination to praise or commend people.<br>No mixer. |

## PHYSICAL

| Strong Points | Weak Points |
|---|---|
| Towering strength. | Bitterness. |
| Not an over-eater. | Grudge. |
| Regular habits. | Harboring evil thoughts toward those who wrong him, all have a tendency to create a poisonous chemicalization in his system which undermines his health in later years. |
| Excess in nothing. | |
| Conserves his energies. | |

## EMOTION

He is too much poised and staid and conservative to be rightly classed as one with emotion.

## BUSINESS

| Strong Points | Weak Points |
|---|---|
| Methodical. | Unable to see the other person's viewpoint. This makes him too unbending and unable to adapt himself to either his patrons or employees. |
| Systematic. | Too staid in his ways to take on new methods. |
| On time. | Too exacting and rigid. |
| Keeping his word. | Overcautious. |
| Honesty. | Stubbornness, |
| Dependability. | |

## DOMESTICITY

| Strong Points | Weak Points |
|---|---|
| Fidelity. | Dictatorial. |
| Faithfulness. | Unyielding. |
| Constancy. | Limits his family with money. |
| | Not demonstrative in affection. |
| | Obstinancy. |

These are the characteristics of the Osseous type no matter what other combination of types form the composite of the indivdual.

Applied Psychology will overcome all limitations and build up the strong points. For an understanding of the fundamental, workable laws, to strengthen your weak points and build up your strong points, see "Practical Psychology and Sex Life" by David V. Bush.

## NOTES

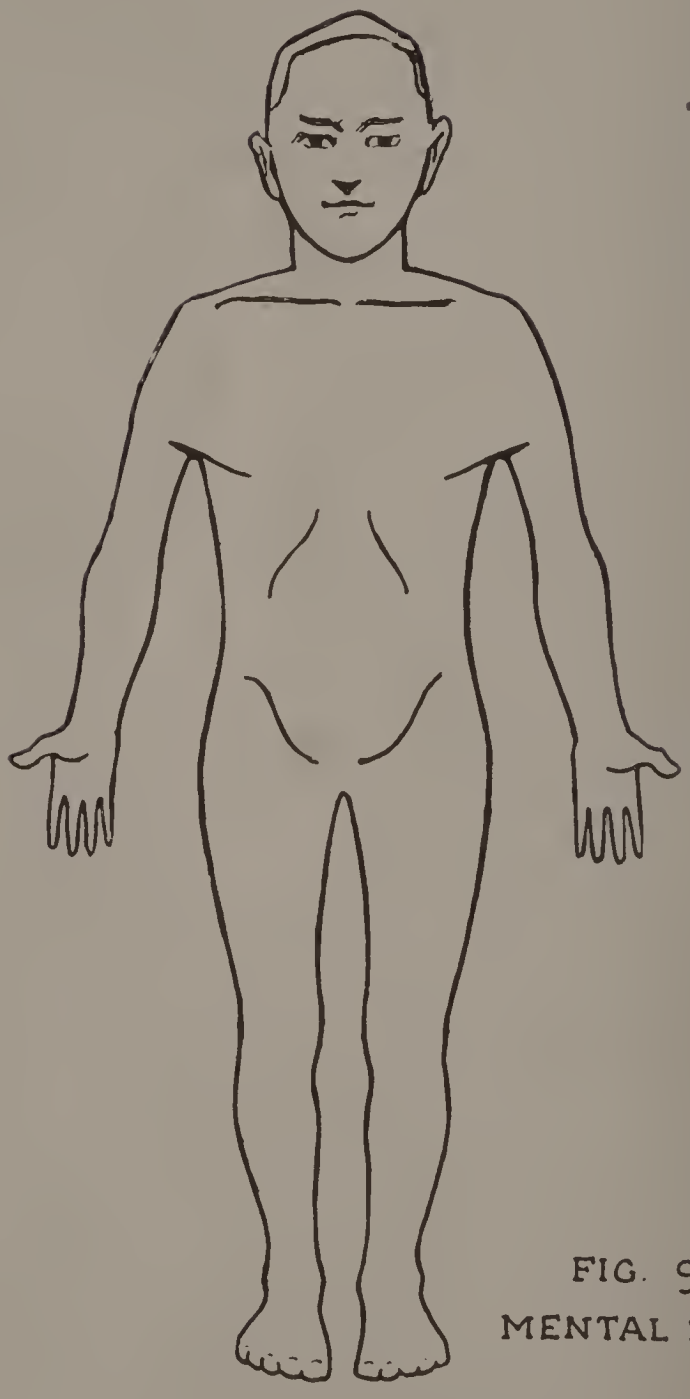


FIG. 9
MENTAL BODY

## CHAPTER V

## CEREBRAL

### Brainy—Mental—for Integration Within and Adjustment Without

### Slender, Pointed—Reflective, Theoretical Thinker

#### Description

The Mental, like all other types, has his development because of the exercise of that part of the body which predominates in making his type. Just as the Alimentive is large because he exercises (by over-eating) the digestive organs and assimilative system, and the Muscular has tense, firm muscles because of his muscular activity, so the Cerebral type exercises his mentation and therefore develops his brain more than any other type.

He reads more, he thinks more, and he talks more about deeper subjects than the other types, thus bringing the blood up to his brain, enlarging his head at the expense of his physical strength.

#### Head

The first thing in determining the typical Cerebral type is to notice his large head.

The typical Mental head is triangular in shape, high forehead, wide head, a gradual tapering from the temples down to the chin, making a triangular or pear-shaped appearance (see Chart No. 10). This is not

FIG-10
B- MENTAL HAND



FIG-10
A- MENTAL FACE

to be confused with the kite-shaped head of the Thoracic (see Chart No. 4-A). In the chapter under brain anatomy we learn that the skull is pliable and unfinished at birth and grows to conform to the size and shape of the brain as a hand fills a glove.

### Chin

A typical Mental chin is a narrow chin almost pointed.

### Body

The head is on a small neck; in fact, the whole body is frail and aesthetic in appearance. This is due to the fact that the Cerebral uses so much brain power that the nutrition, instead of giving size to the bone, weight to the body, and muscle to the frame, consumes the nutritive qualities in developing the brain and making the head larger.

He has a thin skin which is very sensitive, and as the nerves are nothing more or less than elongations of the brain, and inasmuch as the Mental lives more in his brain and nerves than any other type, his skin is very thin and sensitive. That is why the author, the artist, the poet, and the dreamer, suffer more than any of the other kinds of people.

### Hands

The hands are thin and delicate. As already mentioned above, the pure Cerebral has a small frail body. Therefore, he is not much of a worker, has not the strength for manual labor, prefers to sit and dream than to get up and go.

### What He Should Do

The Cerebral should whip himself to take exercises, breathe deeply and eat regularly. His heart and lungs are undeveloped. His muscles are weak or flabby, lacking exercise, with the result that he has a weaker physical body than any of the other types.

### Walk

His walk is jerky; he takes short steps, lacks muscular tread; as a result his walk is irregular. It is not as noticeable when he walks slowly as when he walks briskly.

## TO RECAPITULATE

Frail body, big head or high forehead. Head shaped like a pear or triangular. Thin skin, delicate hands, jerky walk.

### Absent Minded

He is absent minded in everything, even to his eating, and he doesn't care whether he eats or not. The fact is, that a pure Mental, half the time does not know whether he has eaten or whether he has not. Like Edison, he becomes so engrossed in what he is doing that he even may forget the wedding hour has come. This, of course, makes him a better thinker for it is pathologically understood that a man who has a full stomach cannot think well. Too much blood is required for digestion to give him enough necessary cerebral stimulation, which is a necessary asset of a good thinker.

### Not Much On Eating

And because he is indifferent about eating for himself, he is also the same in regard to the family. He doesn't care about eating, so he isn't particular in getting a hustle on himself to see that the others are well fed.

The housewife who is always behind with her meals, never has them ready on time and very little to eat when the family does sit down, is, you may be sure, **not** an Alimentive, but a Cerebral.

The Cerebral is so absent minded that you might send him out to the grocery store at five o'clock to be back with something for the six o'clock dinner, and yet at seven o'clock he may not have arrived. If you go to a nearby library you probably would find him there engrossed in reading, forgetful of the necessities of life and of the requirements of the family.

### Where to Find Him

You go to restaurants and eating houses and soda fountains to find the Alimentive; to theaters and amusement places to find the Thoracic; to reform gatherings to find the Muscular, and to bankers' and accountants' conventions to find the Osseous, but to the reference libraries to find the Cerebral.

### Not Cold

He is so absent minded that he goes down the street, passes his best friend and never sees him. Not only is he absent minded but so engrossed in his thinking that people consider him cold and above them, in that he

does not take any notice as they pass, and yet the Mental is not a snob and would as soon cut his friends and acquaintances by coldness as he would cut his finger with a knife. It is because he is a day dreamer. He lives not so much in his body, but rather in his head.

### Dreamer

This type makes the typical dreamer, and if there is no other combination, will be the kind of a dreamer who will probably never put over his ideals. He lives in his head to plan and imagine and day-dream, but he has not the ambition, practicality, nor strength to materialize the things which he plans. The big, high head, especially if narrow, is the impractical head.

### Most Needed

While the world calls him impractical, and while the pure Cerebral is impractical, and he does not cash in on his talent, yet he is, of all types the most needed. Before anything is ever accomplished in man's evolution for development in economics, politics, religion, art or business, someone has to think, and plan, and dream the new things to come. The man who does this is the Mental, who is so impractical, that he cannot turn his dreams into cash, while more practical types walk away with the "swagger". Others ring up their sales on what ought to be the cash register of the Cerebral.

He is not the doer of the age. He is the dreamer and the planner and it is as necessary to have the dreams, and to have the plans and the blueprints for our ad-

vancement, as it is to have the doer to materialize and crystallize the dreams. Therefore, in my opinion, we will have to adjust the economic and industrial and political conditions of the world if we are to play fair with the Cerebral.

### Ahead of His Time

He is always ahead of his time in everything. In reforms it is the same. While he has not the money to materially support reform measures, yet whenever there is a group of men gathered together, be it in the interest of art, science, politics or religion, discussing new methods, ways and means to get out of the rut of yesterday, you will always find the Mental there.

### Gives

He has neither the strength nor the courage of the Muscular or Osseous to put over the reform movements, but he is there in person to lend enthusiasm and power, and when the subscription blank is passed, the Cerebral gives more than his share in supporting the cause of reform.

No reform can ever be put over without the Mental type. He is just as necessary to first think, dream and plan, and give his new ideas to the world as is the Muscular, who is the typical reformer, having the strength and talent, as well as the courage to speak, to fight and to carry forward the great reform movements.

Although he doesn't fight like the Muscular or hang on like the Osseous, yet in heart and brain, the extreme

Cerebral is a reformer. He attends clubs, meetings and gatherings, and always gives of his mite. He is not circumscribed by form or custom and helps reforms by thinking.

He has brains to see the need of reforms for the world's betterment and he conscientiously wants to help the best he can.

### As Necessary as the Business Man

The Cerebral is just as necessary in pioneer work as is the sturdy, unyielding, martyr-like Osseous, and yet because of his dreaming and planning and impracticability, the business man who cashes in and daily rings his cash register, adding to his banking account because of the Mental, is unconsciously playing an unfair hand against the Cerebral, who really paves the way by his thinking for the riches of the practical business man.

The time is coming (in my opinion) when we will change our attitude toward the Cerebral, and will see that the men who have become rich upon the ideas of the Mental, will in turn have to share their prosperity with the Cerebral who has made it possible for them to amass their fortunes.

The Alimentive-Cerebral makes the typical millionaire, so we see the necessity of brains linked with business.

### Clothes

The typical Mental doesn't care a rap about what kind of clothes he wears. Clothing is about the last

thing of which he thinks. Here again is the law of compensation, for as a rule he hasn't much money to buy clothes and is therefore satisfied with what he has; this is one of the kind traits of Mother Nature.

Any thing will do for the Mental. He may have a coat of one color and trousers of another. His vest may not harmonize with either and his tie may be sky-blue, pink or reddish, but it is all the same to him. He doesn't live in a shirt or think in a tie. He lives and thinks in his head, and his head is a whole lot better off without any frills and feathers, so far as he is concerned.

### Friends

Of course, the Cerebral could not enjoy the companionship and friendship of other than intellectuals. The continual jesting of the Alimentive is hollow to him. The thrilling, vivacious string of talk of the Thoracic to him is superficial. He can only enjoy intellectuals like himself. He almost dislikes the person who cannot think and converse along intelligent lines and worthwhile subjects.

He makes the most sympathetic friend, when he does have friends, but he makes few. First, because there are few who can think as he; secondly, because he does not care for social life, and third, he has not the money to cultivate society or friendships.

### Not a Money Getter

Because of his impracticability and his frail body he seldom makes money in business (unless combined with

some other type), nor can he work hard enough to make money from his manual efforts.

In many respects the Cerebral is the most pitiful (psychologically speaking) of all the types. Not being able to cash in on his high ideals because of his impracticability, and not being able to work because of his frail body, the next thing he does to make a living is try to make it by his wits. In doing this he oftentimes tries to beat others by trickery, deception and fraud, and, therefore, from this type comes many of the crooks and criminals.

### Forced Into Crime

He tries many other things, but failing in these to provide for the necessities of life, he allows his mind to be pitted against the well organized methods of livelihood to such an extent that his type is the type that fills the prisons. Oh the injustice of the whole affair! The thinker, dreamer, the delicate, the lovable, the gentle, forced by circumstances to become a crook and a jailbird.

### Injustice to the Mental

He is not inclined to break laws for sensationalism, thrills or meanness, but only because he, like the rest of us, has to make a living and the world refuses to pay in cash for the type of work he has to deliver—brain energy—and because the practical man has the more materialistic side of life, the pure Cerebral is forced into a life he does not like.

### Peaceable

Naturally he is the most peaceable of all the types. In his effort to cope against the complex economic conditions of the day he seeks work in various places which are rather humiliating. Notice the next time you go to a first-class restaurant and see if nearly every waiter is not a Mental. The waiter, as a rule, knows more about art, science, philosophy, religion, literature, economics, politics and questions of the day, than the man on whom he waits, and yet the practical diner at the table can foot the bill on the brains of the man who has waited upon him and all the Mental waiter gets is a few pennies in tips that the rich man throws as crumbs to the one who has given him his ideas.

### Seldom Rich

As already stated, he is very often poor. We get what we go after. He does not think much about money. Therefore, he is seldom rich. He is too busy thinking and planning to turn his talents into the practical, materialistic methods of money getting. Perhaps the famous Prof. Agazzi, who said he was too busy to make money, is a typical example of many of the Cerebrals.

### Modest

Just as he does not live in a money world or dream of greenbacks, neither does he care much for the limelight. He leaves that for some of the other types. If he writes a play or a book or in some other way becomes famous, he refuses to be lionized. He would

rather be off in a corner with a book in his hand or sit quietly facing an intellectual friend in one corner of a little den, than to be at a banquet where he is being honored or attend conventions where he is the main attraction of the throng.

### Youth

The pure Cerebral, as a rule, dies young. He has not a good digestive apparatus to begin with, like the Alimentive, and in his natural way of following the lines of least resistence in neglecting to exercise and to neglect his meals or to have them on time, he abuses his God given body by his irregularity and lack of attention, and fulfills the adage "that the good die young".

### Not a Dissipator—Sex

He does not have a large digestive system. Therefore, he does not eat much and has less of other lower instincts than most of the other types: instincts which lead to dissipation are not his. He is not addicted to late hours, wine, women or song. In fact, he has less to do with the lower instincts than any other type. The instinct of hunting is distasteful to him. Digestion, sex and pugnacity are at a low ebb in the typical Cerebral.

### Impersonal

He is more impersonal than any of the other types. The Alimentive measures everything from the standpoint of what will it do for him personally. The Thor-

acic talks about himself. The Muscular is practical enough to see how the thing is going to benefit him, and the Osseous is conservative enough to look out for himself first, but with the Cerebral it is different. The social life is too abstract for him. He is neither a mixer or a social climber.

### Home

He does not live in his house but in his head. Therefore, he is just about as indifferent to his home, his furnishings, his surroundings, as he is about his clothes.

He has no order, system or methods. If you were to come into his home it would be the same as his study, magazines, books, papers, clips, pins, untidiness all around. The neat housekeeper may be an Osseous and an Osseous will always be a neat housekeeper. The woman who pays little attention to the housekeeping is the Mental.

### Music

He may not shine in the social set like the Thoracic, or in business as the Alimentive or in reform as the Muscular, but when it comes to music he is there, in a highbrow seat, but the seat is high, generally in the top gallery, for he hasn't the money to buy a reserved seat in the pit.

Some of us attend classical musical attractions, because we want to pose as enjoying it, because it is quite the thing to enjoy the classics; indeed some of us go and enjoy the opera so well that we talk all the way through it, even though we have the best seats in the

front row, but the Cerebral is there because he really enjoys it, if he can afford to go. He enjoys everything of a high mental calibre.

**Theaters**

He enjoys the problem plays at the theater, and yet many of the best plays are produced under the direction and management of high-priced theaters, so that the plays he really enjoys the most he cannot patronize as much as he would desire.

He does not care so much for the variety and the vaudeville as the Thoracic and the Alimentive, because it is to him a waste of time. He wants to see a play in which there are some problems being solved or at least discussed.

**Movies**

Therefore, his main place of amusement is the movies, not because of choice but because of his pocketbook. Here he can go for a nominal fee and although he has to sit through some of the program he does not like, yet he gets a goodly feast of current events, problem stories and photographic scenery.

He doesn't care much for the slapstick, hit-me-in-the-face-with-a-hunk-of-pie comedy, and while the Alimentive is rolling in laughter, the Cerebral sits through it bored, waiting till some mental feast appears upon the screen.

**Reader**

He is a voracious reader, interested in every avenue

of thought, in all walks of life and would like to read all of the books in the library.

He is the typical bookworm. Children of this type would rather read than play. At an early age he is familiar with many deeper subjects, while other types are only interested in girls, sports and hobbies.

He would rather go to a lecture on science, philosophy or some other mind-fest than to waste his time at a cabaret or cheap variety house.

Being peaceful, studious, sympathetic and kind without any inclination to make a disturbance or to make trouble, the little Cerebral becomes the teacher's pet, but he pays for this in years to come when out in the ruthless world, the practical devotees of the gods of materialism have no respect for the man who has not practical combativeness.

The pure Cerebral is old for his age. He is the one who always seems to be an old person in a young body.

**Meditation**

Meditation is his keynote. The Alimentive lives to eat, the Thoracic to feel, the Muscular to act, the Osseous to stabilize and the Mental to meditate.

**Sports**

He does not care for sports, but uses his energy via the brain.

He indulges in chess and checkers and other quiet games requiring thought; he does not care for hunting or any other kind of sport, seldom has a gun and dislikes killing anything.

### Talking

He writes better than he talks. He wants to think over and weigh every word. To do this a man has to take more time than in speech.

He keeps a diary more than any other type and it is always written well. He wants something to do in a mental way. This gives him mental relaxation. Many a great man has been discovered after his death by what he wrote to his friends, either in a diary or letters which they did not think it worth while or did not have the practicality to have published.

### Time

He has little account of time, either for himself, family or business. He lacks method and schedule in conserving either his or his employer's time, the same as he does in his home or social life.

### Visionary

He is visionary, can think out how to make millions but he doesn't do it. He is way ahead of his time, and thinks out what ought to be done, gives vent to his expression but as a rule somebody else has to put it over.

The Cerebral may become an inventor as in the case of Edison; a business man as in the case of John Wanamaker; an artist as in the case of Charles Dana Gibson; a member of the Judiciary as Judge Ben Lindsay, or an author as Arthur Brisbane. All according to his head development. (For a study of this, see chart No. 31.)

**To sum up the strong and weak points of the Cerebral.**

## SOCIALLY

| Strong Points | Weak Points |
|---|---|
| Refinement. | Abstract. |
| Consideration of others. | Dreamy. |
| Modesty. | Aloofness from others. |
| | Too conservative in conversation. |
| | Lacks in putting his best foot forward and self-expression. |

## PHYSICAL

The Cerebral cannot be said to have any real physical assets. His disinclination to exercise and to eat regularly, indifference to fresh air and sunshine, are the big physical handicaps, without any assets.

## EMOTION

| Strong Points | Weak Points |
|---|---|
| Gentleness. | Dreaminess. |
| Sympathy. | Nervous excitement. |
| Self-sacrifice. | |

## BUSINESS

His progressiveness, unselfishness and thinking capacity would be of service in the business world, if he were practical, but he cannot be called a business man or one who has any assets along this line. He dislikes those traits which, if made practical, would be assets in the business world and hence they are not put into service

because he is repelled by business standards and commercial enterprises. He is impractical and not strong enough for manual labor, and should have a mental position or none.

## DOMESTICITY

| Strong Points | Weak Points |
|---|---|
| Kindness. | Unable to provide for his family, because he is a poor money getter and his inclination to spend what he has on "Any old thing that comes along". |
| Sympathy. | |
| Tenderness. | |
| Idealism. | |
| Consideration of others. | The Cerebral woman does not know how to "make one dollar do the work of two dollars". |
| Easy to get along with. | |

These are the characteristics of the Cerebral type no matter what other combination of types form the composite of the individual.

Applied Psychology will overcome all litimations and build up strong points. For an understanding of the fundamental workable laws to strengthen your weak points and build up your strong ones, see "Practical Psychology and Sex Life" by David V. Bush.

## NOTES

## CHAPTER VI

## LOVE AND MARRIAGE

The main thing to bear in mind in selecting a life companion or mate for your type (the most important feature of all), is how you and your mate can spend your spare moments.

How well can you play together?

Can you enjoy each other's company any time, any where, anyhow, is most essential, therefore, it is most important to be able to enjoy your spare moments together.

But above all, remember there is no substitute for love.

### Alimentive

Each type is as distinctive in love-making as in other characteristics. The Alimentive is the immature type and therefore likes the caresses and petting and wholesome affections in love-making and bestows this kind in return.

The fat man not only is a jollier in business and social life, but also carries this out in his love expression. He may be married and yet have a habit of jollying and petting other women from a purely innocent standpoint.

You will often see a married fat man in company with other women and he will outwardly bestow innocent patting and petting affection on these women.

Alimentive women may receive the innocent love sideling of other men, especially Thoracics.

They marry earlier than any other type. The man because he is not particularly interested in developing his brain from an academic or scholastic standpoint. Being primarily inclined toward business he usually leaves school before or soon after he enters the high school, gets a position in the business world and because of his temperament, he may soon rise to the bossship, managerial position, superintendent's office or president's chair.

By the time some of the other types have finished their general education and begin in business, the Alimentive has become well established. He therefore has position and money sooner than any of the other types, so that he can afford to marry earlier.

The Alimentive woman is prettiest (not most beautiful) of all the types and most agreeable. She therefore has more chances of marriage and accepts these chances more than any other type. Because of her charming ways and lovable manner she usually marries a man in comfortable circumstances. The man who has position and money is the one who can make his choice and pick from the "finest of the wheat" among the brides-to-be. Therefore the sweet, pretty, attractive Alimentive woman becomes an early bride.

They not only marry earlier, but if need be, they marry often. You very seldom see an Alimentive woman a widow for any length of time. She is too much in demand and if "Father Time" or unavoidable

or unphysiological circumstances have removed Husband No. 1, she is not long in attracting Hubby No. 2.

Just as there are few Alimentive widows, so are there few Alimentive bachelors. Can you call to mind a single bachelor who is a fat man? The inherent affection, lovable temperament of the Alimentive, coupled with their genial temperament and sweet disposition, makes them the most marriageable of all types. They are the easiest to get along with, because they dislike inharmony, quarrels, troubles or difficulties of any kind. They never bear any grudge, entertain hatred or nurse sore spots. Therefore the Alimentive easily gives in, should any domestic ripple arise upon the matrimonial sea. They can accommodate themselves to almost any place or condition, and have little resistance, one toward the other.

The fat man makes a good provider and the best "family man", possessing the most desirable traits for domestic happiness. About the only weakness of the Alimentive is his inclination to be too easy going, too indulgent, too extravagant, not inclined to save money.

The Alimentive can marry almost any type and be happy because of his even temper, easy going manner and affable spirit, but the person in whom the Alimentive type predominates should take as a first choice a Muscular mate. The Muscular is ambitious, and practical which may offset the pure Alimentive tendency toward inactivity and lack of ambition.

The second choice in the predominantly Alimentive, should be one who is predominantly Thoracic. Other

types have many things in common and the Thoracic has inclination to be on the go, up and coming, and the desire for the best things of life which over-balances the inertia of the typical Alimentive, and dovetails in with the desire for comfort and luxury, which the predominantly Alimentive type enjoys.

The third choice for the predominantly Vital would be a Muscular-Alimentive or Cerebral-Alimentive. The pure Cerebral does not make a good mate for the Alimentive and should be the last choice.

### Thoracic

The Thoracic woman is not so pretty as the Alimentive but she is more beautiful. The man is the most handsome of all. Hand in hand with their beauty and style, their characteristic desire for change and variety makes them the type in love, like Finnigan "Off again, on again, gone again, Finnigan".

The Thoracic desires as much change and variety in love-making as he wants in clothes, food, and excitement. He falls in love today, tumbles out of it tomorrow, only to pitch into it the next day so that he can be out of it the day after, ready for another love plunge the day after that.

The Thoracic is inclined to be the natural flirt, but there isn't very much harm coming from their "variety" love-making after all. Many a home, however, has been broken up, and the divorce court has granted the decision, and many breach of promise suits have been waged all through the innocent exploitations of the Thoracic inclination to have a variety in love and

love-making, which have been misjudged by those not understanding this typical Thoracic tendency.

The Thoracic has had so much experience in this that he can fall on his knees in a most graceful manner, tell of his love in a most fluent fashion, and kiss the hand of his lady with the most tender mien, all because he has done it so much and so often that practice has made him perfect.

The married Thoracic may, from time to time, have a little flirtation with some other woman, not from a sinister motive but because it's the Thoracic nature to want to have a change.

It is as easy for him to think he loves one woman today and another one tomorrow as it is for the foliage of autumn to change its color.

This type is therefore not easy to live with, and often becomes jealous of the very things they do themselves. But people of this type retain their youth and beauty because of their spirit of change and their desire to always look well. The Alimentive widow marries again and again, but the "Merry Widow" is the Thoracic widow, who in time has so many love affairs, that it is more fun to be a widow than a married woman.

As the main part of married happiness depends upon the mental and spiritual association as well as physical mating, the Thoracic who enjoys change, variety, and somewhere to go all the time, will be much more happy if he marries a Thoracic. The Thoracic wife, who can leave her dishes in the sink to go out for a lark with her husband, and the Thoracic husband who will fore-

go his planned evening at the club to trot out to the movies with his wife, is the kind that makes the Thoracic home congenial. The Thoracic knows how to play with a Thoracic. Therefore, the first choice of the Thoracic in married life is a Thoracic.

The second choice should be one of the Alimentive type. The Alimentive is more like the Thoracic than any of the others, and has the spirit to give in, so that the little differences are easily overcome.

The third choice may be a Thoracic-Muscular or Alimentive-Muscular. A Muscular likes activity, and go and get-there. If tempered with the Thoracic or the Alimentive, this makes the ideal third choice.

It would be impossible for the staid Osseous to understand the moving-get-up-and-going Thoracic. Therefore, the type that should never marry the Thoracic is the Osseous.

### Muscular

In love and marriage the Muscular is as practical as in everything else. The Alimentive marries young because he has the natural tendencies of the immature who needs affection to help him over the rough ways of life. The Thoracic loves violently and marries spontaneously, while the Muscular waits until he has paved the way to afford a home. He seldom marries before twenty-five and from that to thirty-five. Just as there are few Alimentive bachelors so there are few Muscular who are not married by thirty-five.

In love-making the Alimentive is caressingly affectionate, the Thoracic is violent and in spurts, while the

Muscular is extremely emotional yet ardent and positive.

The Muscular loves as strenuously as he does everything else. In married life the Muscular probably has more strong points than any other type, but he has one great weakness; namely, his quick temper.

He selects the kind of a mate that suits his purposes the best—the matter-of-fact practical woman. You might say he marries as he buys his clothes, for the wearing qualities.

Because he waits until it is a practical time to marry from an economical standpoint, has taken a longer time in getting a start in the world and meeting life from its many angles, there are more sensible marriages among the Musculars than among other types.

The Muscular wife, more than any other type, works to help make ends meet.

The Muscular should marry, like the Thoracic, one of his own type. It would be well, however, if the Muscularity were tempered by the Cerebral.

The Muscular's second choice for a mate is one predominately Cerebral. In this combination the Muscular furnishes the strength for work and the Cerebral the brains for visions, plans and ideals.

The Muscular's third choice should be the Thoracic and the fourth the Alimentive.

The one type that the Muscular could not get along with is the Osseous. The pugnacity of the Muscular pitted against the stubbornness and contrariness of the Osseous would make a team that could never pull together in double harness.

### The Osseous

Because the Osseous is so conservative in all walks of life, more reticent, and mingles less with other people, coupled with his innate natural inclination to be by himself, he throws himself less into the society of others, especially the opposite sex, than any other type.

In his love-making he feels this keenly, too. He has not the faculty to winsomely entertain and win the ladies like the Alimentive, nor charm them like the Thoracic, nor woo them like the Muscular. He just isn't a ladies' man and that is all there is to it.

Nature is ever kind. What a world of disappointment it would be for the Thoracic not to be able to win the admiration of the ladies and what a keen sense of companionship would the Alimentive lose were he not able to associate with the feminine sex. These types just cannot get along without the admiration and love of the opposite sex. While the Osseous deplores his inability to cope with the courtship situation, yet he has a stoical nature to go on his way, taking life as fate seems to deal the cards to him. He therefore has fewer love affairs than any other type. Even when young, the Osseous has fewer sweethearts than others.

He doesn't go out of his way to multiply his love affairs or courtships. He loves once, as a rule, and that always. He seems to have a more powerful current of equable affection than others, and should he not be able to marry, in young manhood, the woman of his heart—should a young Lochinvar carry off the lady of his choice—he does not try to drown his disappointment by other love affairs, but quietly bides his time

until either death or other circumstances have cleared the way for him years afterwards to marry his first and only love.

As a rule he marries later in life and less often, than any of the other types because of his lack of social ability, and sans faculty to win the favors of the gentler sex. There are more bachelors of the bony type than any other.

He is the hardest of all types to live with, positive, unbending, determined, contrary and conservative in providing for the family's comfort and luxury.

His inability to make friends naturally narrows the circle of acquaintances of the mate which brings a certain amount of monotony into their home life as years pass.

His inclination to dominate, and his inability to adapt himself to his mate, makes him the most difficult of all types to get along with. Therefore, the one type that the Osseous should never marry would be his own. In a home where both would want to dominate, dictate, and rule, would be a home forever clashing and as "to give and take" is the big part of marital happiness, when the Osseous locked horns, they'd break the horns before either would give in.

The first choice for the Osseous is one predominately Alimentive. The Alimentive can get along with anyone.

The second choice would be a predominately Cerebral. The Cerebral does not care to dominate and is willing to take orders. A pure Osseous and a pure

Thoracic would not make a good team for one cannot understand the other. They stand at the two great extremes of life. There is no third choice for the Osseous.

### The Cerebral

The Cerebral has fewer qualifications for marriage than any of the other types. He lives in dreamland with his mind in the clouds, away from this practical world of ours, to such an extent that he, as a rule, is not able to provide as he ought for his family.

This makes him timid in nearly everything that he does. He is as timid in his love making as he is in his effort to cope with the "cold wide world", and when he does propose, if it should be a Thoracic, he is very often helped out by her vivacious enthusiasm or the practical outspoken Muscular woman may help play the "leap year game" with him.

Although many women admire and love the Mental, yet they very often marry another type who can better take care of themselves and the family. He is influenced less by the lower instincts than any of the other types, has less of the sexual attraction than others and next to the Osseous marries least often.

It is part of a woman's make-up to admire and lean upon strong manhood. The very make-up of the typical Mental is one who leans instead of lifts. It takes money in this practical age to provide for a wife and rear a family. Therefore, although the Cerebral is the most gentle, sympathetic, and idealistic, he yet makes a worse failure out of marriage than any of the other types.

He lives in the realm of dreams instead of the practical world about him. Yet, the intellectual, tender affectionate husband who cannot provide for his endearing wife and growing children, makes about as pathetic a picture as one could imagine.

Because happiness in marital experiences comes from an understanding, one of the other, how well they may play together and how congenial they can be in their association, the first choice for the Cerebral should be one who is also predominantly Mental. It would be better should the Cerebral mate have a Muscular tendency.

The second choice for the Mental is the predominately Muscular. The muscularity to add strength, ambition and practicality to the idealism of the Cerebral.

The third choice would be an Osseous. The Mental does not like to lead, to dominate or to drive. He therefore does not mind giving over the management of domestic and other affairs into the hands of the bony one who likes to give orders and be obeyed.

## NOTES

## CHAPTER VII

## VOCATIONS FOR THE VARIOUS TYPES

### The Alimentive's Vocation

You know by this time that the Alimentive is particularly adapted for all kinds of endeavor in the business world. He is the typical business man.

**Kind of Business**

His business talent may be expressed in almost any line of endeavor, but there are some things which, of course, he can handle better than others. Books, for instance, would be the last thing he should try to sell or market. His mind is farther removed from books than anything else. Therefore, his heart would not be in that line of merchandising.

He will be most successful in marketing and merchandising all things pertaining to the comfort of mankind, i. e., he would be entirely at home in catering to the patronage of restaurants, cafeterias, lunch rooms—or he will be very successful in either the wholesale or retail marketing of edible goods. He will be most successful in selling the kind of merchandise that brings the most enjoyment and comfort.

**Foreman, Superintendent, Supervisor**

He would succeed as a foreman, superintendent, supervisor, or head of a department where the merchandise that appeals to him is sold. If he does not

engage in these particular lines of business, in whatever line he is employed he should take that department which gives him the best opportunity to talk and sell merchandise pertaining to comfort and ease.

### What He Should Not Do

This type should not engage in business in pioneer or new countries, as he thinks too much of the ease and comfort of living to put up with the hardships of the frontier.

### Partner

In selecting a partner in business it is much the same as in marriage. The practical Muscular would be his first choice; the Thoracic, his second; and the Alimentive, his third.

### The Thoracic-Alimentive

The Thoracic-Alimentive would combine the artistic, the novel, and the aesthetic in the merchandising or business he may have; such as haberdashery, fancy eating places, the newest kinds of comfortable automobiles, the highest quality of foodstuffs, or real estate in the exclusive sections of the city. In other words, in whatever business the Thoracic-Alimentive should engage he would add the artistic, the novel, and the aesthetic. The Thoracic-Alimentive would not be a good wholesale merchant of raw foodstuffs.

### The Muscular-Alimentive

For instance, the Muscular-Alimentive would combine the practical with the Alimentive tendencies and deal

in plain kinds of foodstuffs, plain clothing, moderately priced houses, durable clothing and automobiles.

### The Osseus-Alimentive

The Osseous-Alimentive would be able to sell all commodities where accountancy is concerned, such as bonds, adding machines, and so forth. He would be a good, live stock salesman, inasmuch as he thrives in the open and on the frontier. The Osseous-Alimentive could deal with timber, farms, lumber, bark, hides and furs, and so forth.

### The Cerebral-Alimentive

The Cerebral being the type that makes the millionaire, thinks in the largest terms and in the broadest way to get business. He, therefore, would have his business talent directed toward the lines of a world market. You would find him interested in problems of distribution, foreign exchange, treaties and political disturbances in foreign lands which might tend to influence the volume of export business.

The Cerebral-Alimentive would not necessarily confine himself to the merchandising of comfort and ease and foodstuff. His mental tendencies would be brought into play by the kind of business that would be statewide and world-sweeping of most any kind and character.

### The Thoracic's Vocation

The Thoracic is the best mixer of all the types. Therefore, he will make his best success wherever he can come into contact with other people. It would not do

for him to live on the frontier as in the case of the Osseous unless he should be an Osseous-Thoracic. He, therefore, should be in the whirl of things, in the swirl of things where his striking qualities will bring him into contact with other people and where he will be able to deal with other folk.

The stage, the opera and the movies are his best fields of endeavor and offer a large remuneration.

His chance for money making is next to the Cerebral-Alimentive and the Muscular-Alimentive; especially when he is a great success in the singing and operatic world, or when he makes a strike in merchandising or business.

### What He Should Not Do

The only thing he should avoid is work in the mechanical realm. He is too changeable to keep his mind on one thing long enough to become a great inventor and he is too far removed from routine and methodical action to watch machinery.

The one thing he should avoid is any kind of work which restricts him to some one place and to the same way of doing his work or at the same job day after day. He should not take up routine or methodical work of any kind.

### In Business

In business he will succeed most where he can sell things that have new styles, modes, variety and change, whether it be real estate or stick pins, house decorations or automobiles. He will always make the best

success in handling the kind of things where he can talk the artistic, aesthetic, the latest vogue, or mode. Art, advertising or reporting make a good field of endeavor for the Thoracic.

### Partners

He will best succeed with his partners in business if they are the kind of people he best understands and who understand him. The practical Muscular would be his first choice; the Alimentive, his second, and the Thoracic, his third. He could no more get along with the Osseous for a business partner than he could with the Osseous as a married partner. They are the two extremes.

## The Muscular's Vocation

### Action

"The keynote of this type of man or woman, boy or girl, is physical activity. They enjoy physical exercise, love the open air, and are well fitted for out-door pursuits of all kinds. The Motive type loves motion, speed, physical contest, movement. Athletes in general, including football players, baseball players, runners, skaters, rowers, pugilists, acrobats, tennis players and polo players show this type of development. Since they love speed and contest, people of this type should train and drive horses, build and drive automobiles, invent and pilot aeroplanes and motor boats, race on bicycles and motorcycles, and build and operate railroads, factories, dams, canals, bridges, tunnels, ships, and buildings of all kinds, and engage in all other

phases of active construction and transportation. Since they enjoy and understand motion, people of this type are mechanical. Even babies of Motive indications manifest an intense interest in anything that works, often before they learn to walk or talk. People of this type, therefore, excel in inventing, designing, building, installing and operating machinery of all kinds. In short, the Motive type is qualified for either directing or performing every kind of physical work and activity, including farming, mining, manufacturing, transportation, construction and exploration.

### Outdoor

"The natural love of outdoor activity in these people leads them to become soldiers and sailors. All of our great generals and admirals have been pure examples or modifications of this type. Because of their great activity and love of speed and motion, people in whom the bony and muscular system is well developed cannot endure restraint. From loving and demanding physical liberty, there is scarcely a step to a love of and demand for civil and religious liberty. This element, therefore, is strong in all martyrs, reformers, great leaders and pioneers in all kinds of human liberty and in all ages. Washington, Lincoln, Emerson, Whitman, Luther, Cromwell, Franklin, Wendell Phillips, Garrison, Gladstone, Elbert Hubbard, Roosevelt and Woodrow Wilson are good examples of modifications of the Motive type.

"The Motive man is just about as ill-fitted to be confined for long hours day after day in an office as the man of extreme intellectual type is for hard physical

work. He demands a considerable amount of physical activity and is neither happy nor healthy unless he gets it. Usually the Motive individual is skillful with his hands and fingers. When he is otherwise fitted for it, he produces wonderfully fine needlework, mosaic, jewelry and other similar and kindred work.

"There is a large development of this element in the Chinese, Japanese and East Indians. The embroideries, laces, hand carvings, mosaics, filigrees and other objects of art produced by these people are famous the world over.

**Restless in Work**

"Motive boys and girls are liable to resent the confinement and restraint of school. They are often impatient to leave its mental activities in which they are only mildly interested at best, and begin immediately their active work. The result is that thousands of them forever miss opportunities that might be theirs were they only better educated. They are thus forced to remain for life in subordinate positions, doing mere physical drudgery. Vocational training, giving plenty of opportunity to work with their hands and to develop their inherent mechanical, engineering or inventive ability, will solve a serious or vital problem for multitudes of boys and girls of this type."

The Muscular is a born worker and especially the born mechanic, born inventor and born orator. He, therefore, will find outlet for his talent in all kinds of machinery, in social service, in politics, and in reform.

Like the Thoracic, he should not be confined to one place, and like the Thoracic, he cannot get along by himself in small towns or pioneer countries. However, if time and chance should find him there, he may stick it out for practical purposes—especially if he is of an inventive turn of mind and is applying all of his energy to the perfecting of some invention.

He not only succeeds in machinery but in oratory, athletics, in professional dancing, pugilism and acrobatic endeavors. He makes a good physical culture director—any place where brawn and muscle, courage and practicality can be used.

**Partner**

His partner should be first, a Muscular; second, a Cerebral, and third, a Thoracic. Also, as in marriage, he could not get along with the Osseous who would be too determined, while he would be too pugnacious.

### Vocations for the Osseous

The pure Osseous is not a good mixer nor a good business man as a rule. He cannot work with people, it is hard for him to work under people, and he is not successful in commanding others. In short, he must have work where he does not come in contact very much with other people. He therefore has the least chance of making big money than any of the other types.

**Give Him Responsibility**

He should be employed where he is not watched, goaded or dictated to. Off by himself, given a respon-

sible position and duties to perform, he then becomes the most reliable, the steadiest and the most steadfast of all types.

The bony man should not be confined to congested districts. He likes the open, the sea, the forest, the farm and fields. Inasmuch as he cannot deal with people successfully he is more successful in vocations which have the impersonal element, such as dealing in farms, live stock, lumber, timber, bark, ships, tracts of land, lighthouse keeper, sawmill work, accountancy, routine work or any place where he can express his independence. He is as independent in nature as he is steadfast and reliable.

The great missionaries, explorers and pioneers, the people who unfurl the flag of commerce, religion and industry on the frontiers of the world are of the Osseous type. They are most successful where this spirit of hardihood and independence can be manifested.

**Partner**

Should he engage in business he will be more successful if he has no partners. Above all, he should never have an Osseous for a partner. He is so set in his ways that it will be hard for him to take the suggestions of his colleague, and being always slow to keep step with the change of business methods, he will continually be in hot water with almost any kind of a partner. The one with whom he can the best get along, however, would be a Cerebral or Cerebral-Alimentive. This should be the only partner he should ever have.

### Cross-Circuits—the Law of Abundance

The bony man thinks more of money than any of the other types and yet he usually has less. He squeezes the Indian on the penny until the red man's blood would make a track across the Sahara Desert. Because he is so anxious for money and so over-saving he produces a negative concentration for abundance. Therefore he cross-circuits the mental channels which might bring him plenty.

He is afraid to take a risk, so he pulls the strings of his purse a little tighter, squeezes the Indian a little closer, and becomes such a nickel-pincher that the dollars do not flow his way.

### Seldom Poor

When he gets a position, he hangs on to it. He stays put anywhere and everywhere in life. He comes to stay and stays "sot" whether in a community, a position or a chair. The lack of change and venture prevents the bony type from making up the richer men of the world, but he is seldom poor. He takes so much care of every penny he gets and makes it go so far that you seldom see an Osseous in want.

Because there is no risk in him and because of his conscientiousness and dependability, he makes the best success in the banking world. He will not risk other men's money any more than his own. The world can risk its money in the hands of the Osseous people.

## The Cerebral's Vocation

Just as the Osseous lacks the characteristics of making big money, so the Cerebral lacks the characteristics

of making much money. He does the planning and thinking for the race. He gives the ideas which are capitalized by more practical people. The pure Mental is too idealistic, too dreamy and too impractical to adjust himself to the commercial and economic conditions of the age. Therefore he is not a success in making money unless he happens to become a great author, and yet he may get little financial returns unless he has a business manager who takes the business responsibility from his shoulders and this business manager should be a Thoracic, Alimentive or Muscular.

**His Strong Points**

This type should be engaged where he can think and plan, visualize and dream. He will make the most success in writing, teaching, education, philosophy, literary endeavor, or literary criticism, or in some kind of work where mental effort and study are required.

The Muscular-Mental would do well as a lecturer or speaker. The Cerebral is not fitted for any kind of manual labor, owing to the frailty of his body nor is he adapted to rule others or in any way handle other people. Instead of giving orders with the positive direct good natured command, he would feel more like apologizing for asking them to perform their duties.

**Needs a Partner**

The Cerebral needs a partner more than any other type. But this partner ought not to be an Alimentive, for his ideas of things are too extreme. The Cerebral should have a partner with muscularity predominating. His second choice should be a Thoracic and his third an Osseous.

## NOTES

## CHAPTER VIII

## HOW TO SELL THE DIFFERENT TYPES

I had one salesman who met me several weeks after taking my class in Character Analysis, who said that he had not lost a single sale since taking the class.

Character Analysis is of inestimable value to every salesman. It does not matter how great the salesman may be, a knowledge of Character Analysis will surely make him a better salesman. After you have made a study of these five types it will be easy for you to bear in mind their peculiarities, characteristics and eccentricities. To sell these types one must not clash with any of their peculiarities.

### How to Sell the Alimentive

The keynote to the Alimentive is comfort and enjoyment. Therefore in selling the Alimentive you should never take the time to expostulate about any qualities of your particular article other than its comfort, ease and luxury.

For instance, if you are selling an automobile to an Alimentive, you would be wasting your breath, losing your time and your sale if you were to talk to him about the latest model. He does not care a whoop about the latest model or the durability. He wants to know what comfort he is going to get out of it. How is it going to make life easier for him. Where

is the joy coming in. Therefore, you would pass up a long dissertation about the engine, about the saving in gasoline and expense in general. You would put the loud pedal on comfort, ease, joy, luxury and emphasize such virtues as "easy springs", "soft cushions", "smoothness", etc.

This same thing would be true if you were selling face cream to an Alimentive woman. You would not make the sale if you talked about the latest discovery in scent; the newest way to apply or the lasting qualities of the article. What she would want to know would be the easiest way to apply it, its soothing qualities, the comfort of its use, and if she were dressed in fairly expensive clothes, you might emphasize also the luxury in its use as well as the ease with which it is applied and the personal comfort it affords.

Therefore, in selling any article or merchandise to the Alimentive, forget other qualities and emphasize ease, comfort, joy, pleasure, luxury and near luxury.

### How to Sell the Thoracic

There is as much difference in the approach and method of selling the Thoracic from the Alimentive or the other types as there is difference between the sun and the moon. The Thoracic does not live for comfort. He lives for change and thrills. If you bear in mind the Thoracic is the thriller, the changeable, the faddist and the emotionalist, and approach him in the selling game from these same angles, your sale will be "landed". He goes so fast he does not take time to think of comfort, so you should not take

time to talk about the comfort of the car. Therefore, you would dwell upon the latest model, the newest style, the latest decorations and the nifty trimmings as well as the "swell" new upholstery. Emphasize the quick action of the motor, the quick response of each and every detail of the operation. Magnify its wonderful reaction in changing from one gear to the other, how quickly the engine "picks up", and the great speed.

In selling any type you must ever keep uppermost in your mind the characteristics of that type and talk to him in harmony with the things he desires.

**How to Sell the Muscular**

The Muscular works so hard he never takes time to enjoy the comforts of life. Therefore, you would only miss your sale by dwelling upon the comforts of your car to the Muscular as you do to the Alimentive. While the Muscular is as speedy in many respects as the Thoracic, yet his keynote is practicability and work. He is as particular in buying an automobile as he is in buying his clothes. He does not care for the latest style in either. You should emphasize the durability, in every respect, of the car or merchandise. The long life of the engine, the unchangeable model, head, body, type that can be used year after year without having to buy a new car, its serviceability in every particular and from every angle. He desires to know just how durable and how practical are your goods. To sell him you must give him the thing he desires,

### How to Sell the Osseous

The Osseous is the most staid of all types, the most conservative of all types and the slowest of all types. Therefore, there are two things to keep in mind in selling an Osseous. The first thing is to remember that you must go slow with him. In selling an Alimentive you may lose your sale if you do not get his name upon the dotted line when you have him interested in comfort, ease, pleasure of your merchandise. If you wait too long he will be thinking of dinner or of his bed time and he will put you off with a story or jolly you to come back some other time. There is a happy medium moment at which you should request the Alimentive to sign. Not too quick, for he must take his time to tell a story or two; not too slow or he will tell too many stories, think of his "eats" or of his comfortable bed and put you off.

In selling the Thoracic, you want to be sure that you do it up quickly and in a hurry. If you give him time to tell stories, he will talk about himself, and when a man talks about himself he is liable to become self-centered, at which time it is mighty hard to get him to focus his mind upon what **you** want him to do. Therefore, when you talk to the Thoracic you approach him quickly and get away just as quickly. After you have him worked up to the selling point, for goodness sake get out, or the Thoracic will change his mind and some other fellow will get a chance to talk about the style, ginger, pep and speed of his car and make the sale.

To sell a Thoracic you come in quickly, you talk

quickly, you get your order quickly, and you get out quickly, but if you were to attempt the same tactics with the Osseous, you would have an order book without orders. The Osseous is slow and conservative. It takes him a long time to make up his mind and you can no more hurry him in a business transaction than you could melt a snow ball in the Arctic Circle with a sunglass. If he wants time, give it to him. You may have to visit him today and say very little about your car—come back again tomorrow and, maybe say a little more. Drop in some other time and bring a friend. Your own good judgment will dictate how long a time you should take, but that you should take some time to sell him is the first thing to bear in mind.

After you have attracted enough of his attention so as to get him to consider your article, then talk to him about its staying qualities—remember the Osseous, the stayer, the sticker. He wants everything around him with the same staying and sticking qualities as himself. If you were to talk to him about the latest style of your car it would be like water rolling off a duck's back. Tell him—here is the car that will last longer than any other (of course you are going to be honest in your statement), extol the staying qualities of your article from every angle and there is a chance to get his signature on the dotted line, provided you do not hurry him too much. You can't stick a pencil under his nose and show him the order book and say "sign here".

If you want to bear in mind how true the Osseous runs to form in the automobile world, think of the

Ford—Henry is an Osseous and the body of the 1923 Ford is about the same model as it was when it was first put on the market.

### How to Sell the Mental

In selling the Mental or Cerebral type you must approach him from the intellectual and mental angle. Carrying out our analogy of the automobile you should have such a knowledge of the material, construction and assembling of your automobile that you could talk, if necessary, to the Mental for hours upon the building of your car. He is not practical enough to be as interested in the car's durability as is the Muscular. He lives in the land of dreams and idealism. He will be swept off his feet and be persuaded to buy, provided you can prove to him that that which you had to sell is the best of its kind but the "best" will be from its construction point or the mental angle. He does not care for comfort, neither does he want change or style and he is too impractical to think about the staying qualities as the Osseous. Get him up into dreamland of idealism in talking the virtues and history of your article, how it is made, conditions where it is made, what wisdom, brains and foresight were needed to construct and market such a commodity, and if he has the money or can borrow it, you will make your sale.

Remember that few people are pure types. Therefore you are going to deal as a rule with a combination of types. You should know the characteristics of each type, and in selling, emphasize the qualities of your car or articles from the angles of the types you are selling,

## NOTES

# PART II

# CHAPTER IX

# COMPLEXION

## Brunet

The more we study human nature the more we marvel at its wonderful adaptiveness. Even in the animal kingdom we find it on every hand. There is the zebra with its protective stripes—a clever camouflage of the shocks of pampas grass so characteristic of the territory in which he makes his habitat. Then there is the giraffe who likes to eat his meals right off the trees. To do this he had to stretch his neck a bit to reach his dinner plate. The more he ate the more he had to stretch his neck until now he is the champion long distance eater of the world.

### Nature Adaptable

The leopard, the lion, the tiger, and the cat have developed extraordinarily strong, springy muscles in the legs which enable them to quickly pounce upon their prey.

In many cases this adaptiveness is for protective purposes as, for example, in the case of certain fish which are not as fleet of fin as others. When the fisherman's net approaches, wise Mr. Fish shoots out a "smoke screen" and retires to safety. Another example is the far-famed chameleon which flits from shrub to shrub reflecting the color or colors of whatever it happens to rest upon so that it looks a part of it.

Throughout the universe from man down through the animal, plant, and the other kingdoms we find adaptiveness weaving the warp and woof of destiny.

Man is no exception. Although some differ, it is most universally conceded among scientists that the original man was of brunet or dark complexion. Some have placed so much stress upon complexion that the reader could easily tell whether the writer was a blond or brunet by the blondness or brunetness of his paragraphs.

Complexion is but one of the factors which goes to make up the complete story of any individual. No person can be analyzed just by means of his complexion alone. Every trait and characteristic must be taken into consideration. This is especially true in this case as there are often other findings which neutralize, accentuate or minimize the story that complexion tells. Imagine putting a puzzle picture together and using only one of the sections!

**Which is the Better—Blond or Brunet?**

Whenever this subject is mentioned one question crops up in the minds of all and that is: "Which is the better, the blond or the brunet?" If you are a blond, naturally you consider them the chosen ones. While if you are a brunet, you are certain that they are the favored few. To be perfectly candid the blonds are just as necessary as the brunets and the latter, in turn, are just as essential as the blonds.

### Origin of Complexion

What caused these differences in complexion? Natural adaptation is the answer. Science had stumbled into many blind alleys before it finally reached the straight and open road which led directly to its goal.

### Pigmentation

Above all things, science and scientific facts and theories have to be based upon a firm foundation of logic and fact. For a number of years science was in one of these blind alleys until logic accidentally guided it to the high road of understanding. The scientists, in investigating the people in the hot, tropical regions, noticed a universally dark pigmentation of the skin among the natives. Wherever they went in this hot belt they met people of the brunet type on all hands. They naturally reasoned it out—and logically, too, in the light of their limited knowledge—that this dark complexion, coloring, or pigmentation, was an adaptive process by which these people were able to protect themselves from the heat. These scientists were correct in saying it was an adaptive process, but their logic slipped a cog when they said it was for the purpose of protecting the individuals from the effects of the heat.

However, the pronouncement had been made and science and the world at large in lamb-like acquiescence accepted it. Luckily enough there are generally a few who defy tradition and dare to investigate and reason for themselves. Sometimes it is just one lone individual who girds the armor of scientific re-investi-

gation of certain universally accepted facts and theories to see if they rest upon a firm basis of logic and actuality.

Von Schmaedel entered the lists and his lance pierced a large enough hole in the armor of the old theory to let a flood of light in on the subject. Before he got through, the heat theory shot past the boiling point and blew up in a cloud of vapory steam of nothingness.

If this dark or brunet complexion were for the purpose of protecting people from the intense heat of the tropics why is the Eskimo, way up in Greenland's icy shores, also dark complexioned? Why is the Mongolian, in the cold, bleak stretches of Mongolia and Siberia, also dark skinned? Why is Chief "Rain-in-the-Face" and his entire tribe, and all the other tribes, copper-colored? And why is the native who lives in the depths of the African jungles, yes, why is he practically devoid of color?

### In Different Climates

If this deep pigmentation were for the purpose of lessening the effects of heat then our dark-skinned, fur-coated, snow-bound, ice-housed Eskimo should be, for example, of a lily white complexion to say nothing of the Mongolians and our original "red-skins" of America.

The Eskimo is never overcome with heat in the land of perpetual ice and snow but he does have the Midnight Sun and he does have, in addition, the ice and the snow to reflect its rays. Too much sunlight is like putting a very heavy, high-powered engine in a light

Ford roadster. At first you get a lot of speed out of the machine but eventually the engine, which is entirely too heavy and powerful for the body of the machine, either parts company or dissolves partnership.

### Human Nature

We said before that human nature was very adaptive. The short, actinic or ultra-violet rays of the sun do not affect the brunets as much as they do the blonds because the former are protected by a sheltering pigmentation of the skin, the hair, and the eyes.

The people not only of sunny tropics but also of the glaring, glistening ice-lands of the Midnight Sun are both protected—through natural adaptation—from the powerful, destructive, short actinic rays by a much-needed mantle of pigment.

### In Africa, the Albino

But how about the native who lives in the sheltering shade of the African jungles, you ask? The Albino is just another proof that pigmentation is human sun-proof-paint. Here, in the deeply shaded jungles, so heavily canopied with foliage and shrubbery that the sun's rays have never gained admittance even to the inner door of this realm of perennial darkness, is the home of the Albino. What need has he for a friendly coat of pigment to protect him from the sun's rays he never sees? Absolutely none unless he roams away from home. Nature is adaptive. He does not need this pigment as the trees, plants and shrubs form a huge umbrella overhead which wards off the destructive,

glaring rays of the sun. As a result he is a bleached-out individual with pinkish eyes—not of pigment in the eyes themselves—but reflecting the red blood corpuscles in the minute blood vessels supplying the eyes with nourishment. His hair is white—even to his eyebrows and eye lashes—and his skin of a neutral, putty color.

At one end of the color scale is the extremely dark pigmented African negro and at the other, is the colorless Albino.

### The Original Brunet

Inasmuch as our original great-great-great-great-and-then-some-grandfathers were brunets we will deal with them first. The brunets are seen occupying the center of the stage as the curtain rings up on the drama of human life. Dwelling in the hot, sunny lands of the tropical regions these people naturally are slower and more meditative in their thoughts and actions than those of the colder climes. The glaring sun and the intense heat make continuous strenuous exertion practically an impossibility. An all-wise Creator made the fruits, plants and trees grow so luxuriantly that Mr. Brunet, in most cases, had all he wanted to eat right in his own front yard. Indeed the ripe cocoanuts would even fall off the trees to the ground and literally roll down to his feet. There were no harsh winters to contend with. Nature provided food for him with a lavish hand. Having an abundance of the necessities of life within easy reach he did not have to aggressively go out and fight for what he wanted or needed. As a

result he was of a peaceful disposition. Having to spend but little time and exertion in getting his "three squares" a day he had plenty of opportunity to sit and meditate. With patience and persistence—because time meant little to him—he would ponder over various theories and problems dissecting and analyzing them in detail.

**Brunet Characteristics**

It was out of the mind of a brunet that the great religions of today evolved. Confucianism, Brahminism, Buddhism, Zoroastrianism, Bahaiism, Mohammedanism, and Christianity in each case represents the thought, the philosophy, the sayings of a certain brunet.

This tendency of the brunet to meditate, or in other words, to concentrate, makes him a natural specializer instead of a generalizer. He is also very good at details.

Being more or less inactive, the brunet's life is relatively unchanging. Seeing the same people and the same scenery year in and year out leaves in its monotonous wake very often a trail of pessimism. The dark complexioned, serious, brunet sees the darkness of the threatening cloud while the fair complexioned, lighthearted blond sees the silver lining in all its radiance.

"Still water runs deep", they say. The quiet, unobtrusive, cautious brunet is slow to change—but when the change is made it is not just a passing affair. It takes a lot to get a brunet riled to the pitch of anger. But once he gets there it takes a long, long time to cool off. His emotional boiler is asbestos-lined and holds

the heat of passion indefinitely. Instead of forgiving and forgetting he may seek solace in revenge. We are now speaking of the pure brunet.

### Love Affairs

The brunet has fewer love affairs than the blond because of his unchanging disposition and also on account of his deep emotional nature. The brunet—the pure brunet—can not fall in love today and out again tomorrow. That is not his nature. He is a natural born concentrator so just "one at a time" is his motto. It takes a long time for him to fall in love and it takes him a still longer time to fall out of the love hammock.

### Worry

Concentration has its bad points as well as its good ones. And Mr. Brunet—and especially Miss and Mrs. Brunet—are often given to brooding or worrying. Being such wonderful concentrators, when a worry thought gets in their bull-dog grip they just naturally won't let go. When they do let go—if they do—then the after-image still haunts their memory, generally with phenomenal persistence.

The average brunet does not realize why he is carrying so many worry millstones around his neck. This natural and wonderful gift of concentration has just been diverted into negative channels. He can overcome it. Put the laws of Applied Psychology to work and see how the worry habit will vanish.

### Patience and Persistency

In things taking time, patience, and persistency the brunet is the man you generally see. The great art masterpieces of the ancients were the handiwork of brunets even though the angels and the heroes were portrayed as blonds and the devils and villains appeared in the deepest-dyed colors possible. Why did those brunet artists so charitably give all the virtues to the blonds and the opposite characteristics to the brunets?

There was reason in their madness. As we said before, the brunet was not aggressive—he did not have to fight for the necessities of life as nature supplied him abundantly. The blond, however, was aggressive—even domineering. He swept down upon the submissive brunet and ruled him with a rod of iron. The paintings were for the blonds. The brunets were vassals. The blonds were the rulers. Figure it out for yourself—just supposing you were the artist.

### In Business

The brunet would be good at handling or making jewelry or scientific instruments which required great care. His hands should be square—thick enough to be well muscled, yet thin and sensitive enough to handle delicate objects.

The brunet, if combined with a good muscular and bony constitution, would do well in agriculture as he has that natural patience and perseverance necessary for success in this line of endeavor.

### No Mixer

The brunet is not as natural a mixer as the blond is, although he will have warm friends. He succeeds best when the people come to him or when he follows after some one else has broken the way and beaten the path. Dentists, physicians, lawyers, engineers and architects who have specialized in some particular branch and who wait for the other fellow to come to them are generally brunets. Auditing, accounting, bookkeeping can well be followed by brunets if they have long fingers and a good development at the outer corners of the eyebrows.

### Indoor Salesman

The brunet with fairly prominent lower eyelids, fairly long fingers and a rounded out back-head will make a good indoor salesman for commodities requiring tact, patience, and perseverance. He might even call on the outside established trade. As a rule, however, the blond is the man who can go out and get business, while the brunet stays behind the counter and attracts business. Certain body-types modify the above statements.

### Ministry or Social Worker

The brunet, with more or less bulging or prominent lower eyelids, could follow literary work to advantage. If combined with a good development of the fore part of the top-head and also a well rounded-out back-head he would make his mark in the ministry or social service.

### Mechanic and Manufacturer

The brunet is the natural mechanic and manufacturer on account of his inherent patience and persistence. He also makes a wonderful research student as his painstaking search for facts brings results in the end.

### The Brunet in Music

The brunet, with a fulness above the brows extending from a point approximately in line with the center of the eye to a point above the corner of the eyebrows, has a natural leaning toward music. If his hands are long and slender he appreciates it very much. If, however, his hands are more or less square he can put his appreciation into action by playing.

### In Athletics

In athletics the brunet is generally the long distance runner while the blond is the sprinter.

### Blonds and Brunets as Partners

In business the blond and the brunet make a good team. The blond originates, decides and executes the broad general policies while the brunet works out the specific details. The blond goes out after the business so as to keep the brunet busy with the manufacturing or detail end, or, if you are a brunet, the brunet keeps things humming in the office or factory so that the blond is kept jumping. Your viewpoint is all a matter of your complexion in this particular case.

## NOTES

# CHAPTER X

# COMPLEXION

## Blonds and Combinations

We have seen how the brunet, or dark races, having the necessities of life within comparatively easy reach, were not called upon to develop initiative and aggressiveness. Some of the more venturesome, however, sallied forth into the north lands. Here they found things different. Cocoanuts were not dropping down at their feet. Food was not to be had by just the mere picking. The sun had lost its mantle of warmth which had formerly clothed their bodies. These wanderers were forced to use initiative, aggressiveness and elbow-grease to get enough food to eat and the necessary skins to protect their bodies from the rigors of the cold climate.

## Evolution of Blonds

Necessity, they say, is the mother of invention. We can scientifically add that it is also the mother of human adaptation. In an entirely different environment, let us see some of the changes that take place as these trail blazers battle against the elements in their new surroundings. We describe, in chapter XIV, how the short, wide, low-bridged noses of the brunet were, of necessity, gradually transformed into long, comparatively narrow, high-bridged air passages in the people living in this cold climate.

In these new lands the sun's rays were not so intense. Indeed, in some sections there were fog belts which mellowed the sun's rays to a great extent. This was especially noticeable in Scandinavia, England and the region bordering the North and Baltic Seas. With the need of a human sun-proof paint eliminated to such a great degree, we see the magic hand of adaptiveness again at work as the complexions of these people gradually and naturally—not "peroxidally"—bleach out from the dark brunet to that of the blond with light eyes, flaxen hair and a fair skin. True, it was not all accomplished over night—evolution takes its own time to turn out its handiwork.

### How to Know the Blond

The typical brunet has dark brown eyes, dark hair, dark skin, and a comparatively low-bridged nose with wide open nostrils. The typical blond, on the other hand, has light blue eyes, light—even flaxen—hair, fair or ruddy skin and a relatively high-bridged nose with narrower nostrils than those of the brunet. There are many variations, however, of the above. As most people are not pure blonds or brunets, it will be well at this point to give you the laws governing complexion. The eyes, the hair, and the skin are our three constants, or known quantities. The degree of pigmentation, however, of the eyes, the hair and the skin are the variables which determine whether an individual should be classified a brunet or a blond. An individual with brunet eyes, brunet hair, and a blond skin, for example, would, by the law of percentage, be termed a

brunet. This brunet-ness would, however, be modified a bit by the blond characteristic present. On the other hand if he has blond eyes, blond hair and brunet skin, he would be called a blond. In those cases where two of the features are definitely of one type, the individual partakes the complexion denoted by the two (except in cases denoted below).

### Eye is the Deciding Feature

When two of the features are just on the dividing line between blondness and brunetness—what then? "The eyes have it"—they cast the deciding vote.

The following table will be a valuable guide to you in determining the complexion of individuals.

#### The Eyes.

**Brunet**—From the dark brown eye all the way to that called "black". Note—These individuals are brunets regardless of the color of their skin and hair.

**Medium**—Light brown, hazel, dark violet, gray bordering on purple. Note—In all of these cases the color of the skin and hair determines the complexion.

**Blond**—Blue, very light brown, yellow, orange, gray or green. Note—The above colors stamp you as a blond regardless of the other two characteristics, unless they both have exceptionally brunet markings.

#### The Hair.

**Brunet**—Dark brown to the decidedly brunet black.

**Medium**—Medium brown. Note—The eyes and skin determine the complexion in this case. In case the skin is also medium "the eyes decide".

**Blond**—Golden, flaxen, yellow, light brown, ash-colored. Note—The brunet takes in the darker hues, while the blond naturally has the lighter ones.

### The Skin.

**Brunet**—More or less pigmented varying from a faint olive color down to a very dark tint. Note—One test of whether the skin is brunet or blond is in the case of sunburn. The brunet tans, while the blond skin burns a fiery red, eventually returning to its normal state without tanning to any appreciable extent. In case of doubt be sure to look at some unexposed portion of the skin.

**Medium**—Not dark tinted on the one hand or very white on the other, but rather an ivory, creamy, or softly tinted skin. Note—The eyes and hair decide the complexion in this case.

**Blond**—While the brunet shows pigment, even to excess, it is conspicuous by its absence in the blond. The skin is generally, therefore, very white. It may be even rose or pinkish in color, due to the clearness of the comparatively unpigmented skin reflecting the good circulation beneath. Or, in case the circulation is poor, it may take on an ashy or pasty color.

### The Nose.

**Brunet**—Short, low-bridged, with wide nostrils. This nose on a brunet just accentuates all the more the brunet characteristics of the individual. Note—If, on the other hand, the brunet has a long, high-bridged

nose, then you see a case where the natural traits and tendencies of the dark complexioned individual are modified to a considerable degree.

**Blond**—Long, high-bridged with narrower nostrils than the brunet. This nose on an individual with light eyes, hair and skin will make him all the more decidedly a blond as the profile carries more positive weight in analysis than complexion. Note—If the blond has a short, low-bridged nose, with very wide nostrils then you have a machine with fewer spark plugs and you don't get the same speed out of it as in the former case. Both have their places in life. Both are essential.

### Combating Natural Phenomena

The story of the blond is replete with adaptation after adaptation to his environment. While the original brunet could sit for hours in quiet meditation, without worrying where the next meal was coming from, Mr. Blond had to spend most of his time providing food and shelter for himself and family. He had little opportunity to let his thoughts soar and remain in the clouds of spiritual contemplation. He had to think of the actual, physical, and material problems confronting him in this new land, and how he was to solve them. The blond, however, with a well developed front tophead makes the enthusiastic, aggressive, soul-stirring evangelist, who brings his burning message to the people. His brunet brother, on the other hand, stays in his own pulpit and waits for the people to come to him.

The new environment calls for activity upon his part. Nature has to be coaxed to provide the necessary food. Homes have to be built as a protection against the elements. Weapons have to be made. His is a life of action not of contemplation. As he speeds up his action, he generalizes instead of specializes. He thinks quickly and acts quickly. As a result of new situations and conditions continually coming up, he becomes very adaptable and also very creative. His mind quickly grasps the problem and he immediately creates plans to meet it. He maps out the plan as a whole, not in detail, as this takes too much time. If, however, he has long fingers he will go into this phase of it also.

**Natural Promoter and Organizer**

This ability to plan, coupled with his enthusiasm, makes the blond a natural promoter and organizer in the business world. He also finds his forte in advertising, selling, inventing, introducing new articles on the market, creating new ways of selling, advertising, etc. Originality is his middle name.

His life has been a game of chance ever since he wandered away from his tropical home. Environment has made him restless, impatient, fearless and fond of change. Changing conditions and circumstances also have made him versatile.

**Not Much on Worry**

He is little given to brooding or worrying. He doesn't have the time for it. There are so many other things which occupy his mind.

### Love Affairs

In love, it is generally a case of "in again, out again". Most cases of love at first sight are among blonds. The brunet is considered as constant and as unchanging as the rock of Gibraltar, while the blond is supposed to be as fickle and changeable as the wind. These are general statements to which there are many exceptions. For example, a brunet Thoracic, with a dimple in the chin, can show considerable versatility, when it comes to love and love-making. A blond Osseous, on the other hand, can show a decided inclination that "two's company, three's a crowd". A blond Muscular, Mental or even Alimentive with a well developed chin, together with firmness and constancy, will likewise be an exception. This is just another reason why we have to consider all the traits.

### Tempermental

The blond flies off the handle quicker and oftener than the brunet, but he gets over it quickly, forgets and forgives, while the brunet is liable to brood and seek revenge.

The blond is not so deeply emotional as the brunet. The Thoracic and Musculars are the most emotional among the blonds.

### Active and Impatient

The blond being full of action and of a practical nature is often impatient about results. The brunet, on the other hand, believes that Rome was not built in a day. The blond with a convex profile is especially

adapted for work requiring quickness of thought and action combined. He is apt, however, to go to extremes in physical exertion.

### Mixer

The blond is a natural mixer. He makes friends easily. The blond Alimentive with a good development of the central part of the top of the forehead and also a full back-head, makes a wonderful politician, diplomat, public service official, complaint adjuster, dealing either with the firm's employees or with the customers.

### Send Him for Business

The blond, being a good mixer, having natural aggressiveness tinctured with enthusiasm and optimism is the original "go-getter" in business. He blazes the trails to the doors of new customers.

### The Natural Rulers

In his fight against the elements he won—he dominated. Environment and circumstances developed that spirit within him to dominate. He and his blond brothers swooped down upon the submissive darker races to the south and conquered them. Today, although in the minority, the blonds with few exceptions, practically rule the world. For example, the sun never sets upon the territory ruled over by blond England. The blond, in the absence of a friendly coat of human sunproof paint, feels the effects of the heat and also the short actinic rays of the tropics.

### In Business

In business the blond is generally the boss. He makes a good newspaper reporter, providing he has language well developed. In education he would generally fit in the supervising or executive branch, although if of the Mental type, he would be found in the school room. Mining engineering, civil engineering, construction work, public speaking, acting, banking, exploring, navigating, merchandising, promoting, manufacturing, etc., are some of the vocations for blonds.

In considering complexion, be sure to include all the other traits before basing your final conclusions. A good exercise to begin with—just to get the habit started—is for you to fill in all the traits you consider essential for each one of the above vocations. Blondness alone is not the only qualification necessary for success in each case listed above. What are the other essentials?

## THE TITIAN.

Supposing you came across a fifty-fifty—or thereabouts—combination. What then? Well, you would have a blond-brunet, brunet-blond or Titian. He would be red-headed, blue-eyed and freckle-faced. If he had a short, low-bridged nose, with wide nostrils, and had brown, instead of blue eyes, he would be a "blond-brunet", or brunet Titian, that is, the brunet would dominate. The brunet tendencies would also be uppermost in most cases whenever brown eyes accompanied the red hair. On the other hand, if he had a long, high-bridged nose he would be a "brunet-blond", or blond Titian, the blond predominating.

### Red Headed

What are the characteristics of a Titian? Did you ever see a house divided against itself? Ireland today is just such an example. Ireland is the stamping ground of the Titian. How did this happen? Years ago, the Mighty Spanish Armada was wrecked off the coast of Ireland and thousands upon thousands of brunets were spilled into the sea and cast upon the shores of the Emerald Isle. Their ships destroyed, they stayed, mingled with the blond natives, married and inter-married. The result is the Titian of today.

Being a red-head, he is an extremist. Being a combination of blond and brunet, he is therefore of a more or less dual personality. There is no middle ground. He may be an extreme blond one moment in his temperament and actions and then, like a flash, manifest the traits of a dyed-in-the-wool brunet. One moment he may be on the hill-tops of success and happiness, singing songs of victory, only the next instant to plunge into the valley of despair and despondency, bewailing the hard hand of what he calls Fate.

### A Rare Combination

We see here a rare combination of the dreamer and the doer, of the idealist and the materialist, of the plodder and the racer, of the constant and the changeable, of the vengeful and the forgiving.

The Titian may be down but he is never out. He has that resiliency, that rebound that brings him back to the top. He has all the fire, enthusiasm, quickness and aggressiveness of the blond. He also has the intensity,

emotion, meditativeness, and submissiveness of the brunet. He generally makes his mark in the world, because he is not a middle-of-the-road man.

## BLONDS AND BRUNETS

We think the best summary of blonds and brunets which has ever been written summing up the characteristics, has been given to us by Dr. Katherine M. H. Blackford. We give it below:

1. The white races lead in all material affairs and in government, while the dark races lead in artistic, literary, philosophic and spiritual affairs.

2. The lighter in color a man's hair, eyes and skin, the more will he have the traits of the white races.

3. The darker in color a man's hair, eyes and skin, the more he will have the traits of the dark races.

4. The typical pure blond has flaxen hair, blue eyes, ruddy or fair skin, tall frame, broad shoulders, high, long, medium wide skull, convex or convex upper-concave lower form of profile.

5. All of the bodily processes of the blond tend to be positive, active and vigorous.

6. The intellect of the blond is naturally creative, resourceful, inventive and original.

7. The blond is optimistic, hopeful, eager and fearless, speculative, impatient, restless, very fond of change and variety.

8. The blond loves to rule, to handle and manage affairs, to come in contact with life at as many points as possible.

9. The blond likes excitement, crowds and gayety. He is usually a good mixer. (Depending on Type.)

10. The blond pushes into the limelight, engages in politics, promotes and builds up great enterprises, and is particularly adapted to selling, advertising, organizing, colonizing, inventing and creating.

11. The blond is liable to tax himself physically too far. He is oftentimes too changeable, scattering and irresponsible. Therefore not always very dependable.

12. The blond may be a merciless driver of men.

13. The blond is liable to extremes in dissipation.

14. Excess of sunlight first stimulates, then irritates, then exhausts, and finally kills off blond people.

15. Blond coloring always intensifies and renders more eager, positive and active the traits indicated by form of profile, body build, fineness or coarseness, hardness or softness, masculine or feminine proportion and racial type of skull shape.

16. When some features are blond and others brunet, the individual has some blond qualities and some brunet qualities.

17. The brunet is not so active, positive, rapid and vigorous physically as the blond.

18. The brunet has greater physical endurance than the blond.

19. The brunet is not so bold, aggressive and reckless as the blond. He is therefore more conservative and more constant.

20. The brunet is inclined to concentrate, to specialize, to persevere, to attend to details with painstaking care.

21. The brunet is not so fond of excitement, life, crowds and gayety as the blond, but prefers a few friends, a quiet home, affection and the beauties of nature.

22. The brunet tends to introspection, to the development of philosophy, religion, mystery, metaphysical and spiritual activity.

23. The brunet is submissive.

24. Orientals are brunet; Occidentals blond.

25. The brunet is more inclined to revenge than the blond.

26. The brunet is imitative.

27. The brunet is painstaking, thorough and conscientious.

28. The brunet excels in forms of art requiring long years of patient, concentrated study and practice.

29. In vocations the blond likes advertising, architecture, athletics, authorship, construction, engineering, exploration, forestry, invention, journalism, law, politics, the stage, education, finance, manufacturing, merchandising and mining.

30. The blond is aggressive, variety loving and seeking always new problems to solve in all these vocations.

31. The brunet is better qualified for business building than for business getting.

32. The brunet is well adapted for agriculture.

33. The brunet is qualified for art, authorship, the ministry, music, personal service, scientific research, social service, statistics and theology.

34. The brunet is qualified for athletics in which endurance is required.

35. The brunet is qualified for education along scientific, philosophic, artistic, and musical lines. He is also qualified for the more serious, plodding and painstaking phases of journalism and law.

36. The brunet is a natural manufacturer and mechanic.

37. The brunet can undertake merchandising which requires patience, waiting for customers, and careful, willing service.

38. While the blond is executive, the brunet is administrative.

39. Blonds for organization and executive work, brunets for conservation and administrative work, make a splendid combination in any business.

40. In appealing to the blond, show him the bright side, the material advantages, the progressive phases of your proposition.

41. The blond being enthusiastic responds to enthusiasm.

42. The blond likes to take a chance.

43. Appeal to the blond's love of publicity, display and power.

44. The blond likes to make a quick decision, but is not so likely to stick to his decision as the brunet.

45. In getting a point of contact with the brunet, remember his love for his friends, children, family, flowers, pets and the beauties of nature, also his tendency towards philosophy and religion.

46. Appeal to the sentiment of the brunet.

47. Appeal to the brunet's love of comfort, leisure, enjoyment of the love and companionship of his family.

48. Take more time in persuading the brunet than the blond.

49. In social contact with blonds and brunets, remember the blond's love of change and excitement, the brunet's greater seriousness, constancy and adhesiveness to a few intimate friends.

50. If your boss is a blond, do not expect him to be consistent from day to day.

51. The blond is more apt to be impressed by a brilliant and spectacular performance than the brunet.

52. Your blond boss loves authority, therefore show him that you know he is boss.

53. Do not be too eager to point out his mistakes to your blond boss.

54. If your boss is a brunet, remember that it takes him a little time to become thoroughly acquainted and friendly with you.

55. Remember that the brunet boss is serious minded, cautious, painstaking, rather punctilious, and in-

clined to worry if things go wrong; therefore, look after the details of your job. The brunet cares far more for dependability and consistent, excellent performance than he does for brilliant, spectacular stunts.

56. The brunet considers himself at the head of a family of employees, rather than the captain of a team.

## NOTE

All these traits, tendencies and characteristics of the blonds and brunets are subject to change and modification or intensification when checked up with the other features of the face and body.

## NOTES

## CHAPTER XI

## THE PROFILE

We have seen how the Divine Architect provided a human, sun-proof paint for the peoples of the sunny lands to protect them from the powerful, short, actinic rays. We have seen how the nose of man adapted itself to the climate—the brunet of the tropics having a short, low-bridged nose with wide nostrils, while the blond of the cooler climes evolved a comparatively long, high-bridged nose with narrower nostrils to take the chill off the air inhaled. On all sides we see how adaptive nature has been.

### The Original Brunet

Let us see how the hand of adaptation carved the profile of the brunet and of the blond. The brunet, having the necessities of life within comparatively easy reach, had plenty of time to himself. Thus he gave his time to meditation instead of action and observation, on account of the climate. What did this do to his profile? It built out the upper part of his forehead, giving it a more or less bulging appearance, and flattened out the lower portion at the brows, giving, in many cases, a certain sunken or scooped-out effect. Not having to exert much energy, determination, aggressiveness, or persistence, you naturally expect to see a short, low-bridged nose and a receding, undeveloped chin. And that is what you find among the original brunet races of the tropics.

## The Original Blond

What happens to the blond's profile? In his new surroundings he has no time to sit and meditate. He has to hustle for his "three squares" a day. He has to overcome a hostile, unfriendly environment. His thoughts are concerned with the pressing problem regarding his own welfare, safety and prosperity. By necessity, therefore, he has to be observant and practical. His forehead reflects this by its bulging prominence at the brows, and its backward slope to the hair line.

Courage, determination, persistence and energy being some of the ingredients necessary to successfully combat the elements, we find the profile developing a well-bridged nose and a strong chin.

This is the blond, who, having mastered his environment, started to conquer the world. Full of aggressive confidence, which begets the leader and the conqueror, he and his followers emerged from the cold north lands and descended upon the dark-skinned races of the tropics, overpowering and subjugating them. This domineering blond called himself an Aryan. The early stages of civilization witnessed the conquering Aryan, sweeping like a tidal wave over the world, conquering the peaceful, submissive brunet wherever he went. Creative and constructive, he set about building powerful cities, nations and civilizations. Although they imposed their own language upon their subjects, they, nevertheless, adopted the wonderful literature, arts, culture and science evolved by the patient, persistent brunet through ages of painstaking plodding. The blond, who had been too busy to acquire the culture and art be-

fore, profited by this intermingling with the brunet. But gradually these empires and civilizations began to crumble. The firm hand of the blond was losing its grip. The blond, who had lost most of its pigment in the north, was beginning to feel the effects of the destructive, short actinic rays of the tropical sun. At first he was stimulated—physically and mentally—by the strong light. But this stimulation was artificial, and was drawing upon his reserve energy. Exhaustion followed, and in its wake came the crumbling of the blond personality, mentally, physically, spiritually and psychically in these sunny lands. The blond, in losing his pigmentation, had virtually placed a time-limit upon his habitation in the lands of brilliant sunlight.

### Three Basic Profiles

From the standpoint of Character Analysis, there are three fundamental, basic profiles of the face, and six combination types of profiles. With the exception of the plane, all vary according to their degree of convexity or concavity. In other words, the greater the convexity or concavity, the more strongly will those portions of the profile reflect the corresponding convex or concave traits.

Science must not only be demonstrable but logical and comprehensive as well. It must not only consider the part, but it must also take the whole into account. This nine-fold classification of the profile is being given to the world for the first time. The old method has the same three primary types, but only two combinations. This is incomplete, as we shall soon see.

First we will consider the three basic profiles (Fig. 15)—the convex, the concave, and the plane.

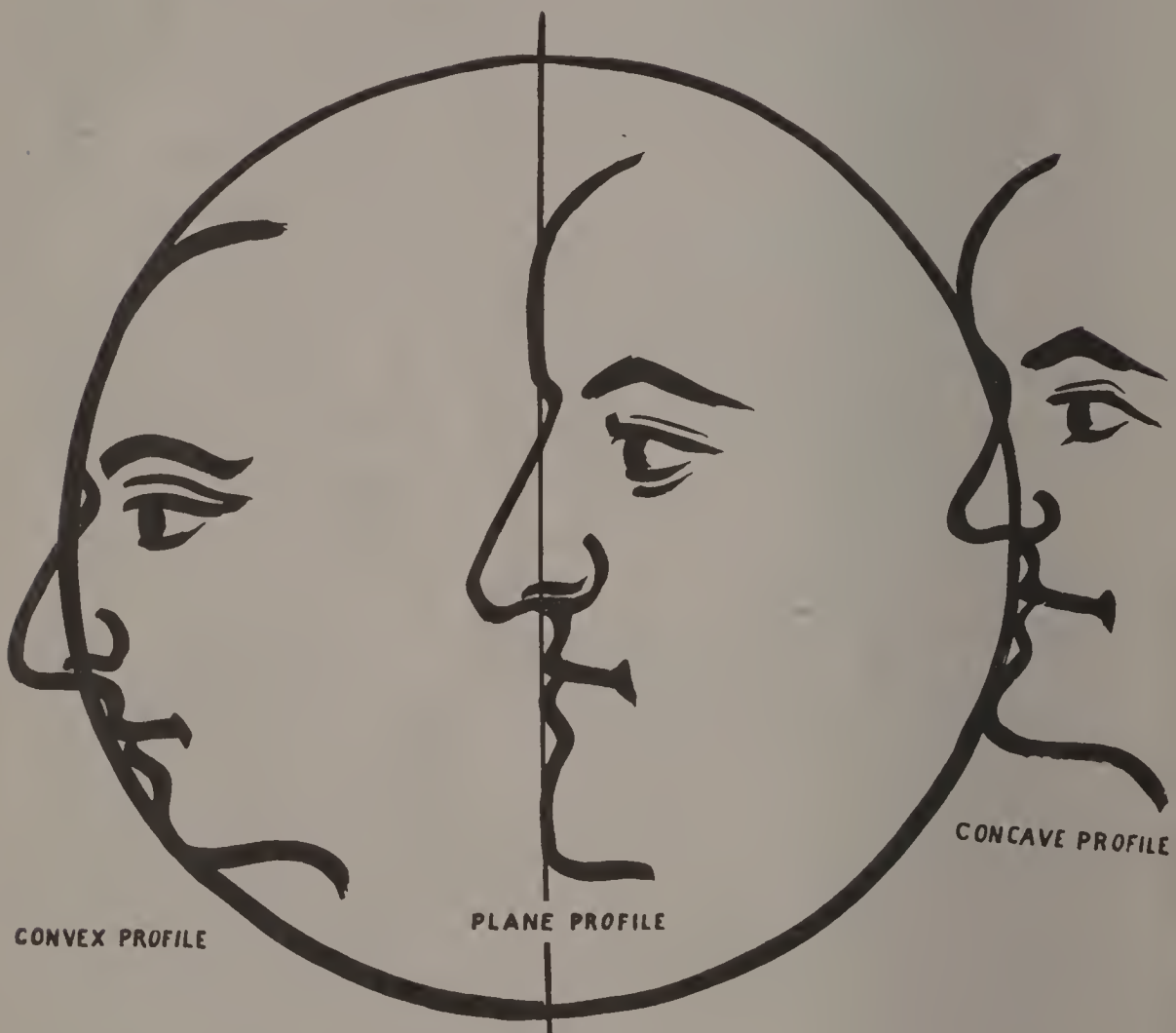



FIG 15

The above are the three primary profiles. All others are combinations of these.

## CONVEX PROFILE

The convex profile (Fig. 11) is out-curving, like the outside of a ball or shell. It lacks, however, the smoothness and even-ness of the billiard ball or baseball. This type of profile is characterized, when in the extreme, by the out-curving of all the features of the face, starting with the forehead and ending with the chin. The forehead is most prominent at the brows, sloping backwards to the hair line. The eyes are more or less prominent, forming an out-curving outline upon the face. The nose is high-bridged, adding to the convexity of the contour of the face. The mouth is prominent and out-curving, while the chin, in its convexity, recedes or is drawn in, thus completing the semi-circular profile.

### Forehead

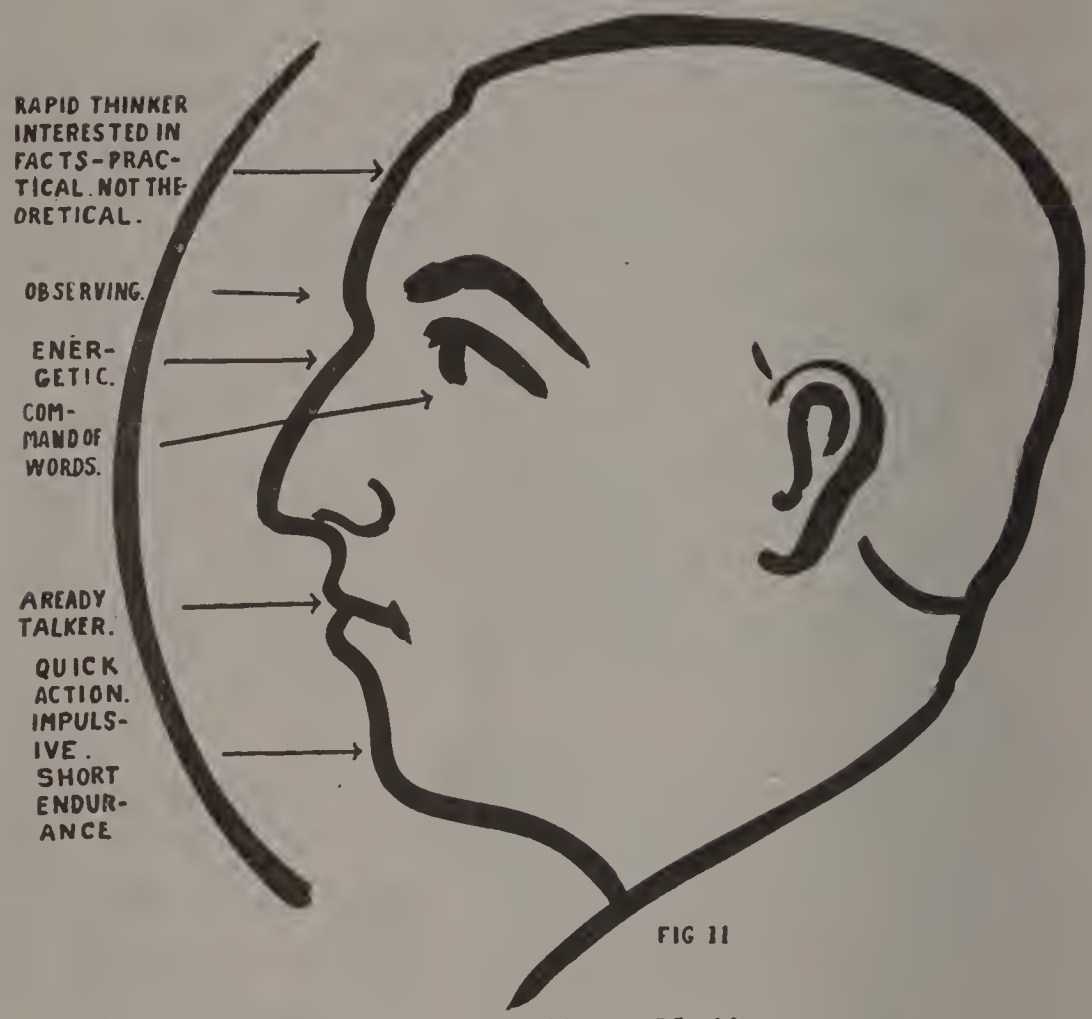
The convexity of the forehead, with its characteristic development of the lower portion around the brows, indicates a practical nature, one interested in facts and not theories, keen, alert, quick to think, very observant.

### Eyes

The convexity of the eyes, especially of the lower eyelids, denotes power of language. The next time you hear a great orator, notice the fulness of the lower eyelids. William Jennings Bryan, Russell H. Conwell and Lloyd George, all have more or less bulging lower eyelids.

### Nose

The arched, convex nose tells you the individual has plenty of "steam in his boiler". He has an abundance




**Convex "Profile"**

This type characterized by general out-curving of all features in the profile. The keynote of this type is quickness of thought, speech and action. Thinking and doing are almost simultaneous. They are interested in practical things and are impatiently eager for results. Are very apt to over-exert themselves. "Hair-trigger individuals" are of the extreme convex type.

of energy to do the day's work. In the chapter on "Noses" we tell how this nose was evolved. This nose generally spells larger lung capacity, which makes possible more power and energy for the body.

This high, long nose signifies positive, aggressive energy. It bespeaks activity—the kind which surmounts obstacle after obstacle. It is geared up high.

With this nose we generally find the convex forehead, but not always.

**Mouth**

The prominent, protruding mouth, besides indicating the emotional tendencies of the individual, as described in the chapter on "The Mouth and Lips", also tells you he is a quick, rapid, even impulsive speaker. The fuller the eyelids, the more fluent he will be. The forehead being convex, the thoughts will be along practical lines. (See Fig. 12.) If, however, the forehead were concave, then they would be along idealistic, philosophical lines, and the speech would not be quite so fast.

**Chin**

The chin is an index of the degree of controlled or determined activity. When studied, it should be compared with the nose, which shows how energetic one is, and also with the center of the back top-head region, which shows how firm one can be.

The chin in this profile is convex or receding, and shows a minimum of controlled or determined activity. This makes the quick energy denoted by the high, long nose, take on the characteristics of impulsiveness. The

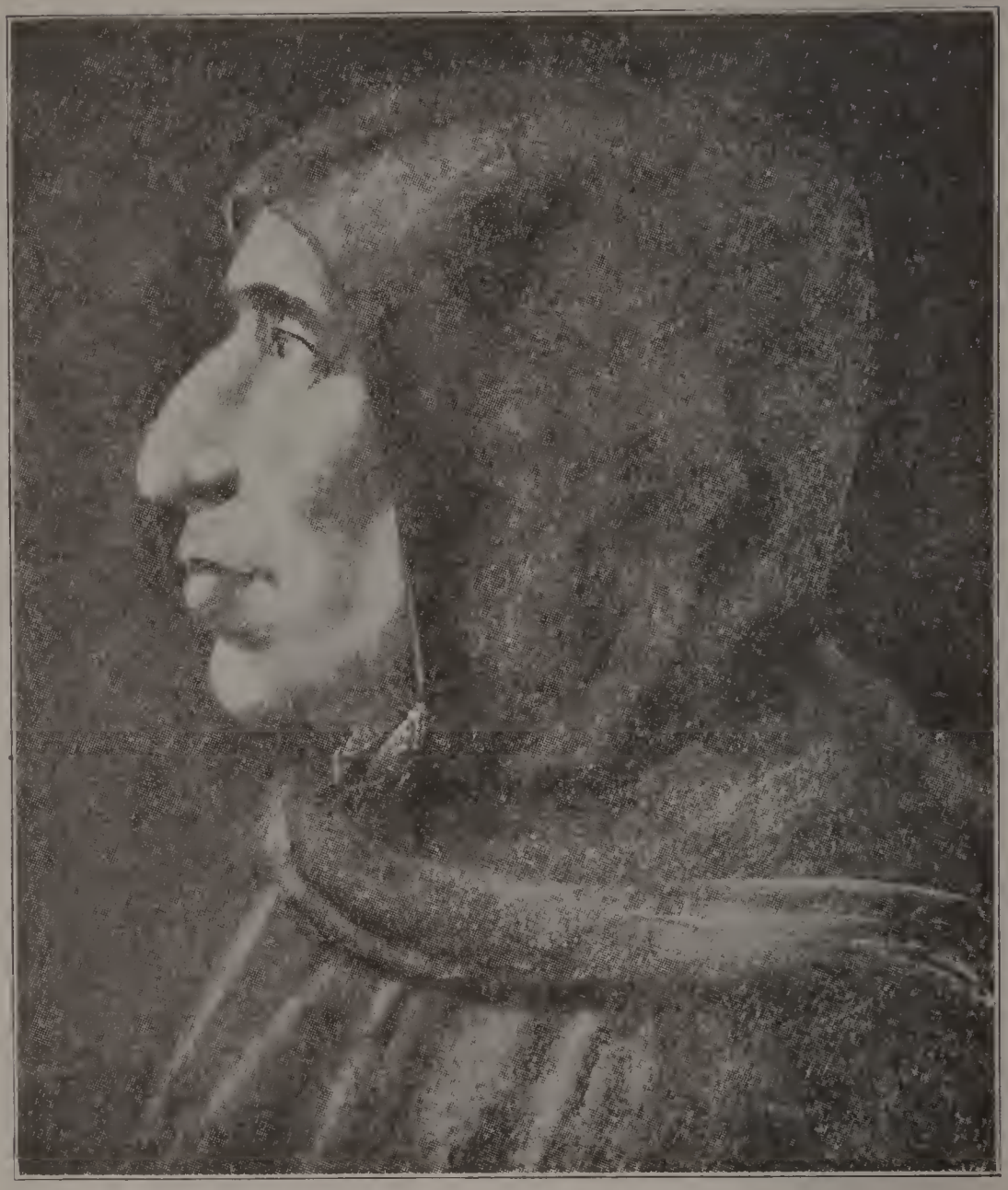


**Figure 12. Savonarola**

Here you see a pure convex profile with all the features—forehead, eyes, nose, mouth and chin—outcurving in their general outline. The prominence of the lower eyelid, plus convexity of mouth gives him a readiness and fluency of speech.

rudder of determined activity is missing, and the human ship tacks back and forth with each puff of the veering wind. Applied Psychology will help you build up that spirit of determination you want.

**Work**

The extreme convex is rapid, quick, even impulsive in all his processes. As he is intensely practical, he draws upon the concave theorist for ideas, using only what will bring results, and discarding the rest. He is a "touch and go" individual, and his quick alertness helps put ginger into workers.

He is naturally adapted for any kind of work requiring quick thinking, keen observation and quick acting. It must, however, be rather more along the line of concentrated than sustained effort. He is not a plodder—he is a sprinter.

## CONCAVE PROFILE

The concave profile (Fig. 13) is in-curving, like the inside of a ball or shell. The extreme concave is characterized by the incurving of all the features of the face. The face has a scooped-out appearance. The forehead bulges at the top, the brows are flat or depressed, the eyes deep set, the nose short and low-bridged, with a decided scooped-out appearance, the mouth drawn-in, receding, the chin hollowed out to a prominent and protruding point.

**Forehead**

The concavity of the forehead, with its prominent, bulging upper portion, is the sign of the theoretical,

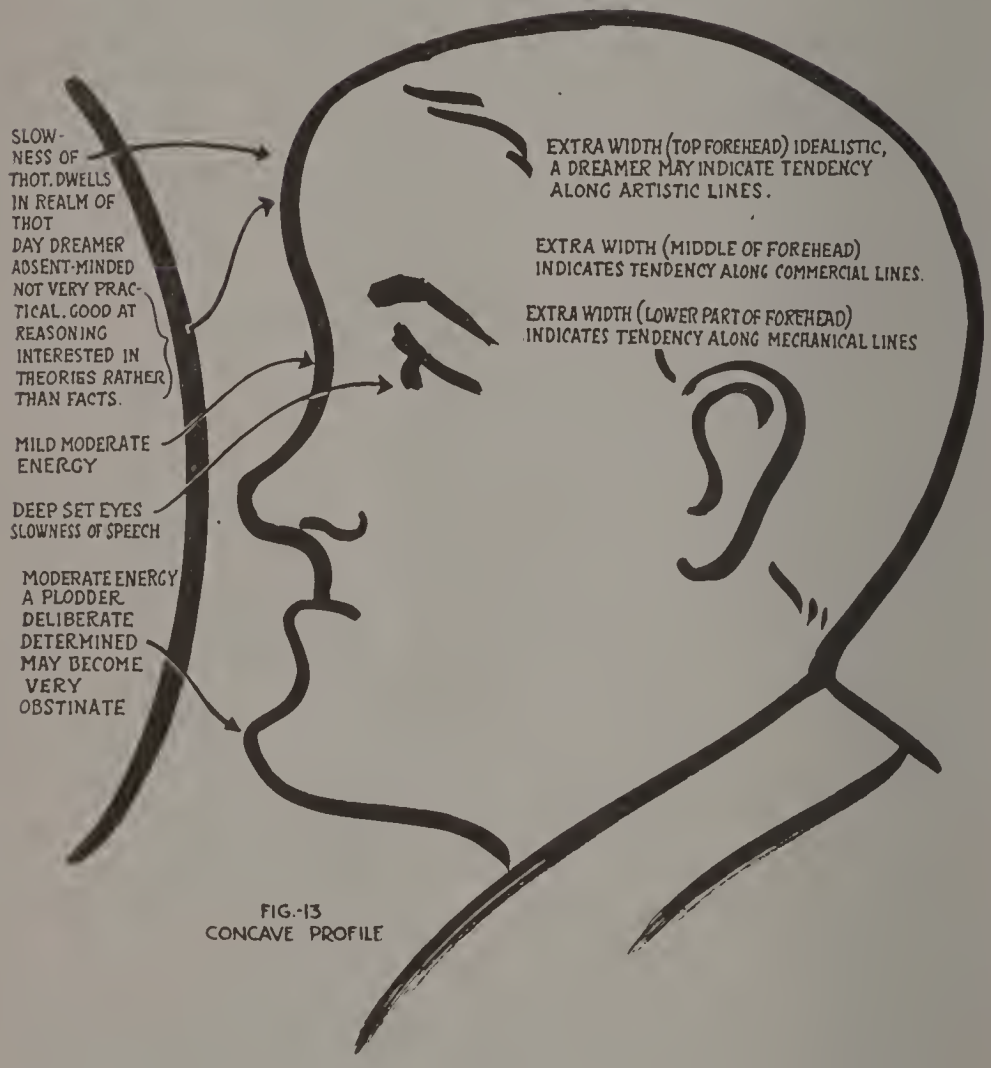



FIG.-13
CONCAVE PROFILE

All features of profile are in-curving or concave. This type is characterized by deliberation or slowness of thought, speech and action. This type is theoretical rather than practical, plodding instead of impulsive.

philosophical, idealistic nature. He is not interested in facts but in theories, or the "reason why" of things. Leaning more toward meditating and philosophizing, he thinks more slowly than his convex friend. He is not contented with surface explanations, he wants to know the underlying cause or "reason why" for things; and he has the patience and persistence to painstakingly work out the details. He is not very observant and is generally so introspective as to be often in a "brown study."

**Eyes**

The unobtrusive, deep-set eyes, denote not as much command of language as in the case of the extreme convex. Indeed, the extreme concave is generally a man of comparatively few words.

**Nose**

The in-curving, low-bridged nose is a heritage handed down from the original brunet races. It is an indication that there is not an excess of "steam in the boiler." The lungs, not being developed to the extent they could be by practice, the individual does not have as much oxygen coursing through his system as the deep-chested, high-bridged convex, and, as a result, does not have as much energy, and is not as active. By taking daily breathing exercises with constructive affirmations such as he would be learning through studying Applied Psychology, he could develop, not only his lungs, but also his nose.

**Mouth**

The natural drawn-in, receding, in-curving mouth shows great deliberation of speech. He not only thinks before he speaks, but often thinks several times before he opens his mouth. The brakes work on both his thoughts and words, so that he makes haste very, very slowly when he speaks. He is generally even, calm, deliberate and mild in his speech.

There is another type of mouth which resembles this —only the setting is different. Instead of that natural, calm, relaxed, restful expression, there is a certain repressed tense tightness of the lines of the mouth and lips. Like the crater of Mt. Vesuvius, it is liable to boil over any moment, although, outwardly, it is apparently calm and serene. Deliberation, in this case, holds down the lid until too much steam accumulates—then it deliberately blows off the lid.

**Chin**

The prominent chin shows deliberate, controlled activity and also a good amount of determination. When he says he will do a thing, he means it. And once he makes up his mind he stays by it, because he has the ability to stick. He conserves his energy by having his activities under control.

**Work**

The individual with the concave profile can sit down and think out the plans for an advertising campaign, the construction of a canal, the erection of a building or for the conduct of a legal case. The convex, plane, or one of their combinations, steps in then to put the

advertising over, to dig the canal, build the building, or try the case before the jury as the concave had planned. The concave is good at any work taking time, patience, perseverance. Scientific investigation or research work also appeals to him.

## PLANE PROFILE

The third primary profile (Fig. 14) is the plane or straight. He is just in between the extreme convex and the extreme concave. His features, in outline, present a comparatively plane, straight surface. His forehead and nose are straight, and his eyes, mouth and chin are neither receding nor protruding.

He is the middle-of-the-road-man. While he combines traits of both the convex and the concave, he lacks the extremes they manifest. He links up thinking with doing.

### Forehead

The plane forehead combines the theoretical with the practical. He is able to theorize in a practical way. Instead of seeing just one side of a thing, he is able to see both.

While he is not the lightning thinker of the extreme convex, nor the slow meditator of the extreme concave, he reaches his conclusions with medium speed after having made a careful balance of things. He is fairly observant as well as introspective.

### Eyes, Nose and Mouth

His eyes indicate a fair command of language, while his plane mouth denotes a moderate fluency which

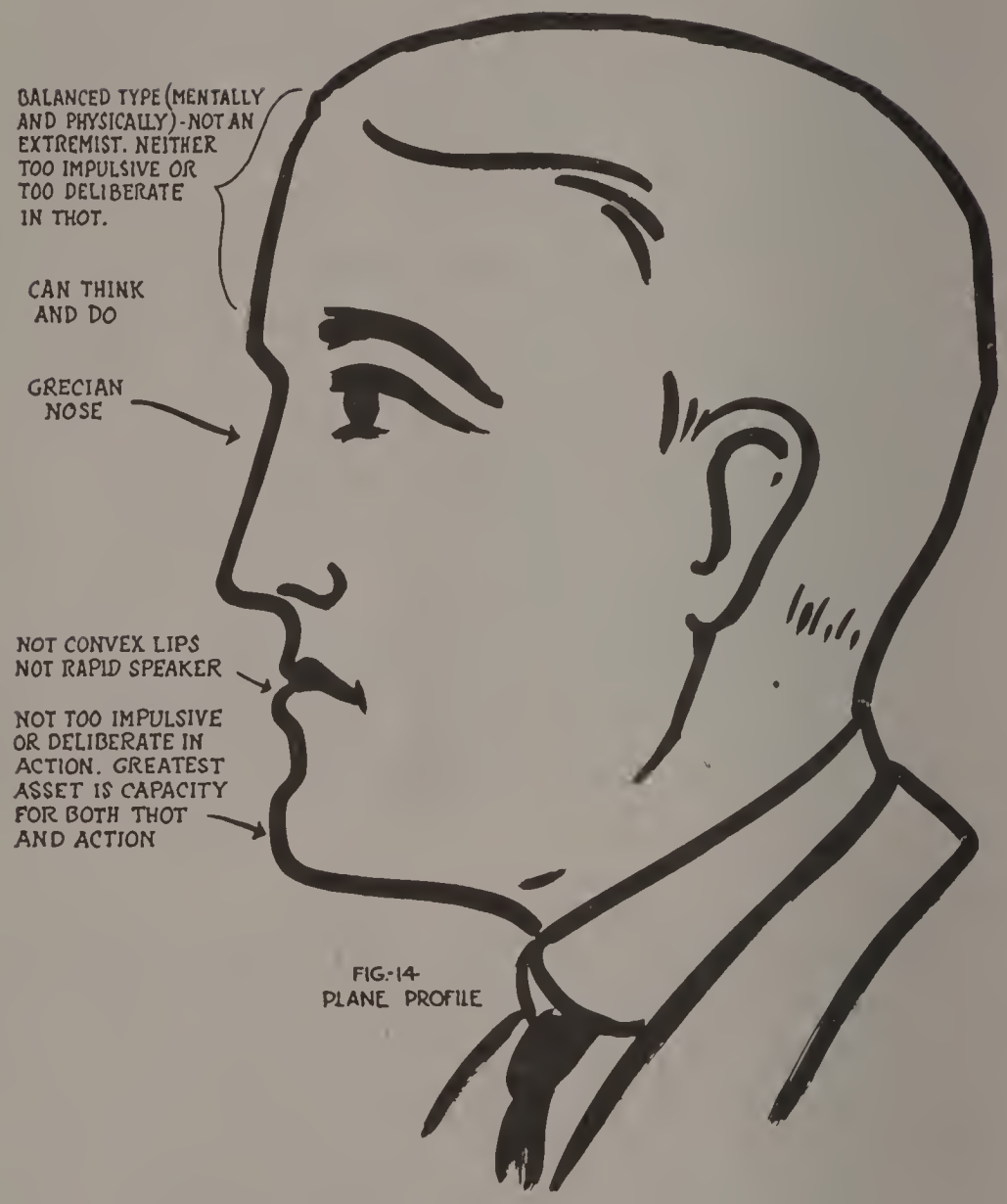

BALANCED TYPE (MENTALLY AND PHYSICALLY) - NOT AN EXTREMIST. NEITHER TOO IMPULSIVE OR TOO DELIBERATE IN THOT.
CAN THINK AND DO
GRECIAN NOSE
NOT CONVEX LIPS NOT RAPID SPEAKER
NOT TOO IMPULSIVE OR DELIBERATE IN ACTION. GREATEST ASSET IS CAPACITY FOR BOTH THOT AND ACTION

FIG.-14
PLANE PROFILE

The plane or balanced profile is the middle-of-the-road man. He is neither too convex nor too concave. He is just in between. He, therefore, has the ability to think and also to act and speak with moderate speed.

lacks the impulsiveness of the extreme convex and the great deliberation of the extreme concave. His nose betokens more energy than the short, low-bridged nose but not as much as the long, high-bridged one. He can "get up steam" quicker than the extreme concave, but not as fast as the extreme convex.

### Chin

His plane chin lacks the impulsive activity and spasmodic determination of the extreme convex, on the one hand, and the deliberate, controlled activity and tenacious stick-to-it-iveness of the extreme concave, on the other.

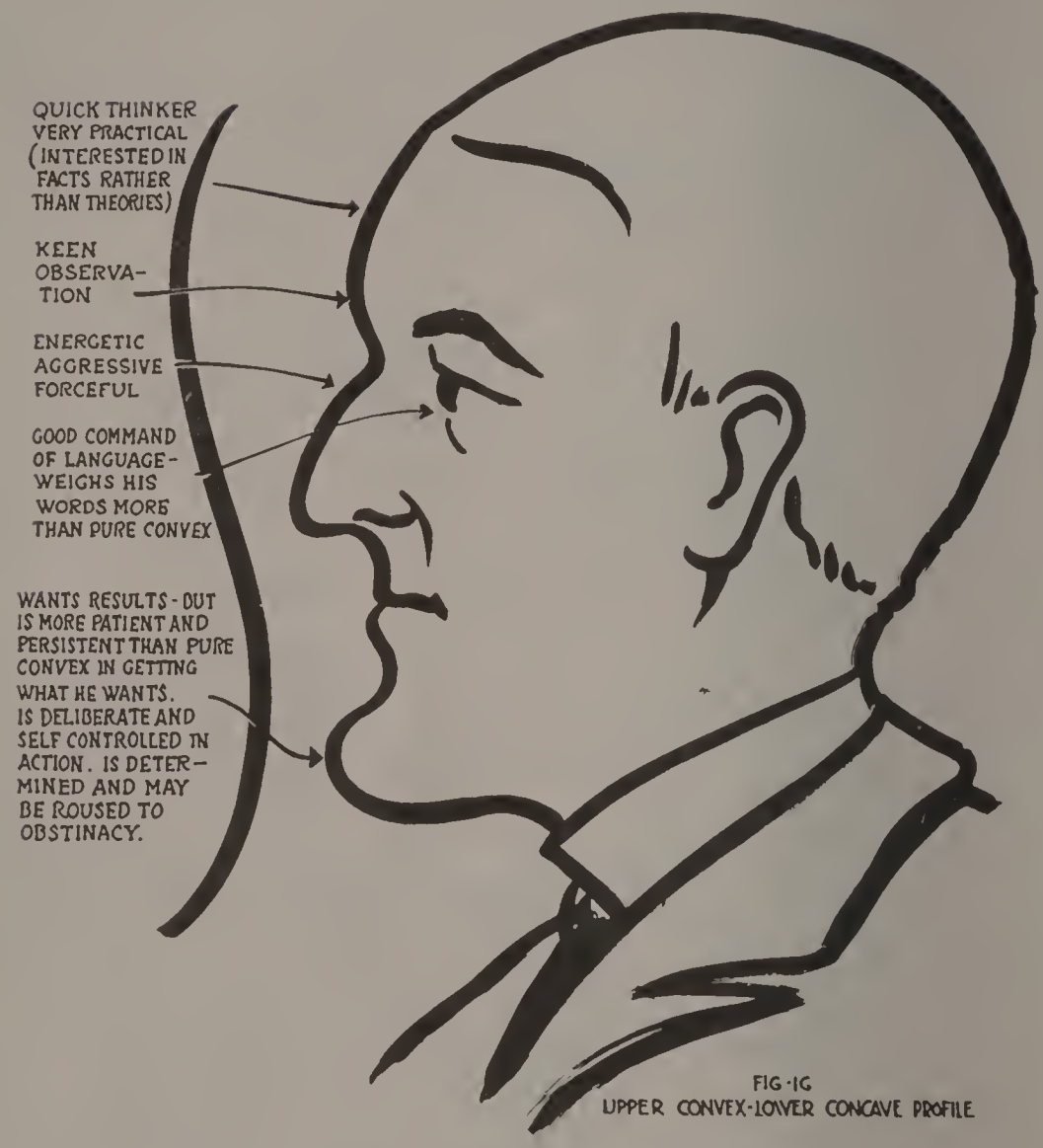
### Work

The plane individual fits into work which combines the brain and the hand, the theoretical and the practical, the thinking and the doing. He would make a very good demonstration salesman, head of an experimental station, administrative executive. He could plan and execute an advertising campaign.

For purposes of analysis, we divide the profile into an upper part, which includes the forehead, eyes, and nose, and a lower, which consists of the mouth, lips and chin.

## COMBINATIONS

We will now take up the following six combinations: convex upper-concave lower, convex upper-plane lower, concave upper-convex lower, concave upper-plane lower, plane upper-convex lower, plane upper-concave lower.


QUICK THINKER VERY PRACTICAL (INTERESTED IN FACTS RATHER THAN THEORIES)
KEEN OBSERVATION
ENERGETIC AGGRESSIVE FORCEFUL
GOOD COMMAND OF LANGUAGE - WEIGHS HIS WORDS MORE THAN PURE CONVEX
WANTS RESULTS - BUT IS MORE PATIENT AND PERSISTENT THAN PURE CONVEX IN GETTING WHAT HE WANTS. IS DELIBERATE AND SELF CONTROLLED IN ACTION. IS DETERMINED AND MAY BE ROUSED TO OBSTINACY.

FIG·16
UPPER CONVEX-LOWER CONCAVE PROFILE

While this man thinks quickly and has command of language, he weighs his words and his actions, thinking "seven times seven" before saying or doing a thing. He therefore makes a good executive.

Go over the three primary profiles in your mind and see if you can fill in the pictures of these six combinations. To avoid needless repetition the following descriptions will be as brief as possible. You can do the elaborating as an exercise.

### Convex Upper-Concave Lower

1. The convex upper-concave lower (Fig. 16) is practical, a keen observer, energetic, fluent—but thinks before he speaks or acts. His thoughts are geared up high, while his speech and actions operate on low. They are deliberate. He has plenty of determination. He makes a good executive and a good salesman. He is interested in facts—not theories.

### Convex Upper-Plane Lower

2. The convex upper-plane lower has the same characteristics portrayed by the forehead, eyes and nose plus the fact that he is not as slow in his speech and actions or as determined as combination No. 1. He could fit in as an executive or salesman where the situations and conditions are constantly changing.

### Concave Upper-Convex Lower

3. The concave upper-convex lower (Fig. 17) is interested in theories instead of facts. He thinks slowly but speaks and acts quickly. His brain operates on a low gear while his speech and actions are geared high; as a result he often speaks and acts before he thinks. He is not only excitable, but impulsive as well. He is not very observant, has only a moderate amount of energy and determination.

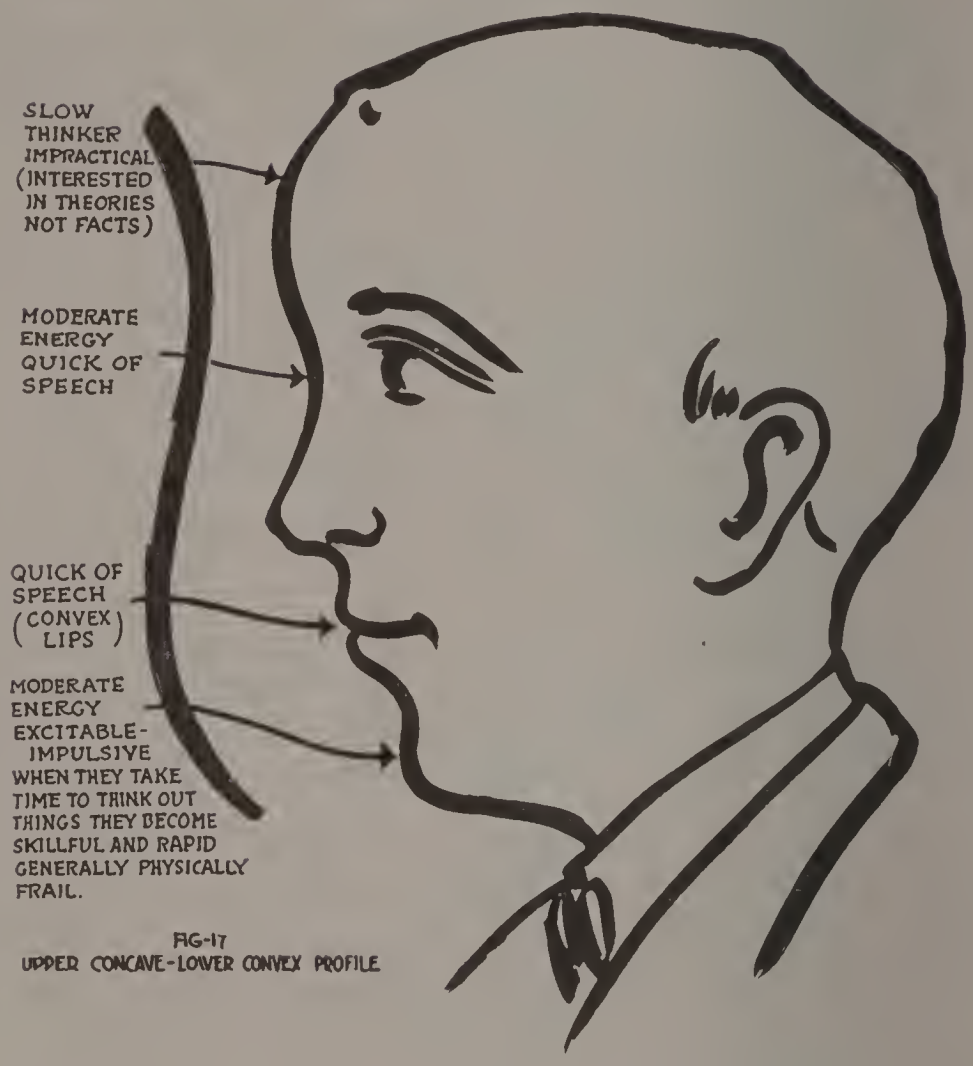

SLOW THINKER IMPRACTICAL (INTERESTED IN THEORIES NOT FACTS)
MODERATE ENERGY QUICK OF SPEECH
QUICK OF SPEECH (CONVEX LIPS)
MODERATE ENERGY EXCITABLE-IMPULSIVE WHEN THEY TAKE TIME TO THINK OUT THINGS THEY BECOME SKILLFUL AND RAPID GENERALLY PHYSICALLY FRAIL.

FIG-17
UPPER CONCAVE-LOWER CONVEX PROFILE

Here we see a combination of the deep abstract, slow thinker and the quick speaker and doer. His actions outrun his thoughts. He needs to speed up his thoughts and give more deliberation to his speech and action.

Work requiring quickness of the hand will be where you find a large number of this type, such as in typing, stenography, book-binding, gem cutting. They are also found in the ranks of teachers, writers, philosophers.

### Concave Upper-Plane Lower

4. The concave upper-plane lower is also the slow thinking theorist, only he is more deliberate in what he says and does. He does not put his foot into his mouth every time he opens it. His thoughts and actions are geared up better than in the case of the third combination. They have better chances of making connections oftener. He has enough patience and determination to carry out the plans his mind thinks out. But if he finds out they don't work, he will give them up and try something else. Many inventors, architects, designers, etc., are found in this group.

### Plane Upper-Convex Lower

5. The plane upper-convex lower is interested in both theories and facts, is both idealistic and practical. He thinks moderately fast. He is moderately observant, has a fair command of language, and a medium amount of energy. His words and his actions, however, are too speedy for his brain and he sometimes speaks or acts before he thinks. This does not happen as often as in the case of the concave upper-convex lower combination as there is not as much difference in the upper and lower gears. As his endurance is limited, work which permits him to quickly translate his thoughts and plans into action is what is best suited for him.

### Plane Upper-Concave Lower

6. The plane upper-concave lower has the same upper characteristics as combination No. 5—the same upper gear only with a slower lower gear in place of the fast one in the foregoing combination. As a result we see a practical theorist who acts as well as thinks, but who thinks before he acts or speaks. He has very good determination. This man would make a good executive and a still better one if he had a high-bridged nose. He could use that extra energy to advantage. Having more endurance, determination and patience, he will take more time to work out his practical theories.

### Variations

These are the six upper-lower combinations. There may be cases where one portion of the combination is not entirely convex, concave or plane. In such a case each feature should be considered separately.

The more convex or concave the profile, the more strongly do the features portray their respective convex or concave traits. Blondness has the effect of strengthening the findings of a convex profile while in the case of a concave outline the features are geared up a little faster than in the case of the concave brunet. Brunetness has the effect of reducing to a certain extent, the high gears of the convex profile, and of throwing the concave into a still lower gear. Profile, however, is a more decisive factor than complexion.

Remember to read all the other traits and tendencies as well as the profile.

## NOTES

## CHAPTER XII

## THE EYES

The eyes have been termed the "windows of the soul" and rightly so. Some of us have the curtains all the way up so anybody can look in. while others have the curtains down just far enough to insure reasonable privacy and yet have plenty of light, and there are still others who close the shades so no one can look in.

A little gray-haired lady in a certain city on the Pacific Coast every morning made the wish that she would have a sweet disposition all day long. This desire, spoken every morning for years, sank down into her subconscious mind or soul with all the force of a powerful affirmation. Her sweetness, her kindliness, her genuine whole-heartedness reflected itself through the "windows of her soul" upon all who came within the radius of her presence. Her dark and gloomy office was literally brightened by the sunshine of her smile.

She was connected with a number of public welfare organizations in the city. Whenever any of their committees failed to get the support they needed from the hotels or commercial and financial houses of the city, she was called upon and she would win out every time just through the force of her sweet and radiant personality shining forth through her eyes.

### Automatic Reactions

The eyes are so sensitive that the reactions are mainly unconscious, automatic. The conscious will has but comparatively little control over them. A cinder gets in the eye and the eyelids blink before you have time to tell them. This is an instinctive means of protection.

Any conscious change in the eye maintained for any considerable time, of itself, betrays its artificiality. If repeated often enough it will change the normal setting of the eye so that "he who runs may read."

The eye, however, is, to a large extent, uncontrolled by the conscious will and therefore is an excellent feature to study as it is natural in most instances. A word of caution should be given here. Some people "put on" certain expressions of the eye to mask their thoughts. There is the gambler who does not "bat an eye" whether he is winning or losing. He has consciously put the brakes on the expression of his emotions so no one can read his thoughts. He can puff away at his cigar, blow rings in the air, and look so unconcerned that you can't tell whether he has a full house or a pair of deuces. But his artificial stare in time becomes imprinted more and more definitely on his countenance, making it all the easier to read.

### "Vamp-ish" Eyes

Then there are the apparently innocent, trusting, wide-open eyes of the designing vamp. These artificial expressions can be detected by a certain hardness, stress, or strain of the muscles of the eyelids upon

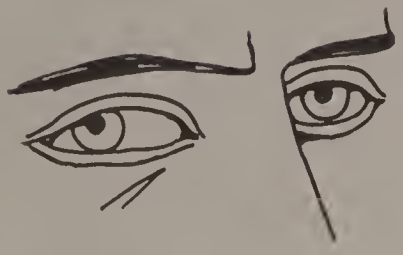


FIG. 52

NORMAL EYE

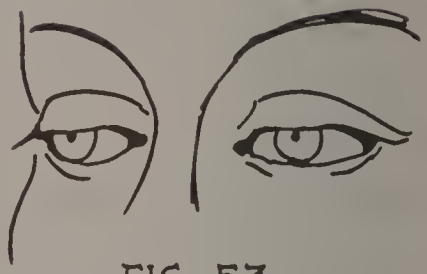


FIG. 53
PALE WASHED OUT
BLUISH EYE SENSUAL
NOTE DROOPING EYELIDS

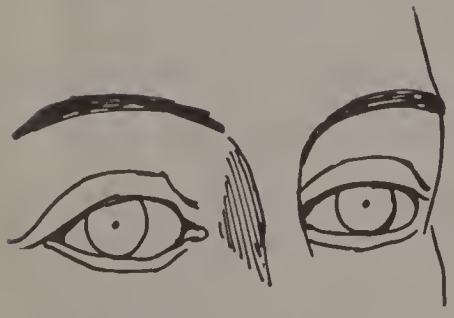


FIG. 54
COLORLESS PIN-POINTED
EYE. COLD, MERCENARY
SUPERFICIAL.

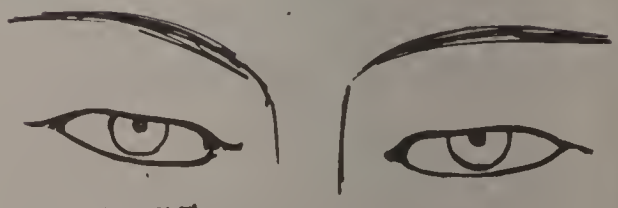


FIG. 55
TREACHERY
DECEIT
ARTFULNESS

close observation. They may be transitory, like the fleeting cloud which temporarily hides the sun, or they may be in the process of being carved into the features through repetition, as the constant beating of the waves wears away even the rockbound coast. In studying the eyes—"keep your eyes open!"

**Brunet Eye, Affection, Mentality, Passion, Emotion**

The eyes are usually a good index of a person's mentality. The dark eye indicates affection, passion, strength, constancy, and an acute intellect and is generally associated with the brunet temperament. However, when flaming or darting, deep-set, with eyeball drawn upward showing the white of the lower part of the eye, and a curtain of flesh drooping over the upper eyelid in a puffy appearance, we see the other extreme—very strong passions, irritability, and intensity of feeling. The brakes on his temper are missing and as a result he constantly "flies off the handle". Every time this happens the eye is pulled upward, outward, and forward, exposing the white of the eye from side to side below the pupil and forcing the upper lid up so that it folds back on itself, forming a sort of curtain of flesh which gives it a baggy appearance.

**Blond Eye**

The eye which is usually associated with the blond temperament, is light in color—generally blue or gray. It denotes an active, alert, positive, cool, refined, yet not over-sensitive mind. The owner generally makes friends more easily than the person with the brunet

eye. These traits must, however, be checked up with the rest of the body as there may be other characteristics which may either neutralize or accentuate the story told by your eyes.

### Sensual Eye

The opposite of this might be termed the sensual eye, (see Fig. 53), and is generally of a very pale, washed-out bluish color, prominent, with a thick, heavy, puffy, drooping upper lid, not of concentration but of contemplation. It is also the eye which shows lack of physical courage.

### Cold, Grasping Individual

The cold, grasping person who thinks of nobody but himself and how he can do the other fellow, often has a prominent, colorless eye, with a pupil so small that it would almost take a microscope to find it. This type (Fig. 54) might be termed the petty, pin-pointed profiteer. He is the landlord who gouges you on the rent and heartlessly throws you out without notice if someone else comes along from whom he can get more money. He is narrow-minded and extremely superficial.

### Space Between Eyes

The eyes should be spaced about the width of an eye apart. On account of the width of the nose at the junction, the distance between the eyes may appear to be shorter than it really is.

### Index of Mentality

The eye is an index of a person's mentality as shown above. The quick, active, alert mind is reflected in the eyes which seem to sparkle and dance all the time; while the slow-thinking, deliberate, plodding, reflective mind generally sees through calm, unobstrusive, slow-moving eyes.

### Size of Eyes

Naturally small eyes usually take everything in at a glance, down to the smallest iota. They are generally good for detail. On the other hand, more is taken in by the large eye. If too large, prominent and wide-open, they have that "baby stare" and are apt to be an easy mark for the blue sky stock salesman who wants to unload a gold brick. This is the innocent, "green as grass" expression the designing vamp often attempts to imitate. The person with these eyes needs a true friend who will give good counsel, as he takes everybody at his word. He is generally frank, open, honest, candid, trusting. He needs to develop more back-bone, as he is often imposed upon. Just opposite to the wide open eye we find the person who has pulled down the shades so nobody can look in. The man who wants to hide his thoughts from the public draws down his eyelids so that they screen off a large part of the eye. The sly, cunning, treacherous, selfish, cruel, sensual, secretive man is characterized by closely drawn eyelids which cover up a large part of the eye.

### Eye of Treachery

The eye of treachery is the "fox eye" (see Fig. 55) which slants upward and outward from the nose, with the eyeball drawn upward and the upper lid hidden by a fulness of the eyelid which drapes down from the slanting eyebrows concealing a large portion of the upper part of the eye.

### Mental Concentration

Mental concentration has the tendency to draw the muscles of the upper part of the face downward, bringing the upper eyelid down over the eye. This is not to be confused with the above groups.

### Physical Concentration

Physical concentration has the effect of closing the eye to a certain extent by causing a thickening of the rims of both lids and also a tendency to draw them a little closer together.

### Eloquence Indicated by Eye

Eloquence is shown by the prominence of the lower eyelid. This is due, not to a puffiness, but to the bulging of the eye itself. The center of speech is located in the region of the brain known as Broca's Convolution, over the posterior part of the super orbital plate which helps form a roof over the eyeball. When this part of the brain is well developed it presses against this thin plate of bone, forcing the eyeball outward and downward, causing a fulness or bulging of the lower eyelid. Bryan, Woodrow Wilson, Lloyd George,

Theodore Roosevelt and all great orators have this feature very pronounced.

### Mirth

Mirth is indicated by little laughing wrinkles which spread out fan-fashion on each side of the face from the outer corners of the eyes.

### Expression of the Eye

Much has been said about honesty being characterized by a straightforward, eye-to-eye look, and dishonesty by the shifting, glancing, furtive expression of the eyes. In some cases this honest, open, frank look is "put on". To the careful observer, however, this is a cool, calculated, hard stare on the part of one who wants to assume the virtue he doesn't possess. On the other hand, many an innocent man will not "look you straight in the eye", but will shift his eyes. This is due to timidity, bashfulness or sheer awkwardness. The close observer can easily tell the real from the false.

If you are in doubt as to the man who is uneasy in your presence, first notice his texture. If it is fine, then he is extra sensitive and will feel things more keenly and incidentally register more embarrassment than the medium or coarse-textured individuals. If he has a well developed top-head, you may reasonably give him the benefit of the doubt—providing he does not have along with it the exceedingly wide head that spells selfish, brutal and destructive tendencies.

Note the setting of the eye. Take everything into consideration.

**Eyebrows**

Weak eyebrows are quite often found on the thinking or Mental type. This is due to the extreme fineness of the hair which so often accompanies this type. This eyebrow also often indicates physical weakness and debility.

Strong eyebrows—prominent, clear-cut, waving, thick, angular—denote strength, power, activity.

Artistic tendencies and temperament are denoted by the arched eyebrow.

The straight eyebrows usually accompany the man of scientific investigation and of business, the extremely practical "down to earth" man.

Emotional, spiritual, psychic and musical tendencies are indicated by the curved or rounded eyebrow.

The suspicious, troubled, worried mind is often indicated by eyebrows which are connected. This type of eyebrow, however, is nevertheless found many times on those who have no troubles or worries.

Concentration has the effect of pulling the brow down nearer the eye.

Before passing final judgment on either the eye or the brow, each should be carefully checked up with all the other features.

## NOTES

## CHAPTER XIII

# THE EARS

"Quality shows in the ear" is an axiom which has been handed down to posterity from generation to generation. As a means of analyzing character the chief function of the ear is to indicate the general quality, refinement, and cultural possibility of an individual. For detailed analysis you are advised to read all the other features for specific indications of traits, as the ear, outside the above characteristics, is too general.

There are some who read people entirely from the ear. This is by no means a criticism, but, in justice to the person being analyzed, the entire individual should be analyzed—not just an ear. A word of caution should be given right here—do not read just one feature and think you have given a complete analysis. You must take everything into consideration—some features are accentuated, some toned down and others completely nullified by traits showing in other parts of the body. The final analysis is the net total of all the findings.

### Three Types

There are three general types of ears from the standpoint of constructive character analysis—the round ear, the "square" or oblong ear, and the pear-shaped ear.

### Round Ear

The round or Alimentive ear is characterized by a general roundness in the contour and more or less of

a certain fulness of the lobe or fleshy part. The owner of this ear can tell you where the best restaurants in town are. He likes good things to eat—and plenty of them. He is more or less emotional.

**Square or Oblong Ear**

The "square" or oblong ear is in reality oblong in outline. It has a certain squareness in its lines that is distinctive. This ear is characteristic of the "doer type" or Mr. Muscular, who likes action, wants results, and likes to "go-get-'em."

**Pear-Shaped Ear**

The pear-shaped ear has the large part uppermost and tapers more or less gradually to a point at the bottom. This is the Mental ear and indicates the thinker, the philosopher, the student, the man whose main diet is mental food or books.

**Variations**

There are many variations of the above three types. Persons of culture and refinement generally have ears delicately formed and graceful in outline. Those lacking refinement and culture generally have ears more or less irregular in outline, ill-shaped and coarse. The degenerate and criminal classes generally have very crude, ugly, even apparently deformed ears.

**The Frail, the Strong, the Reliant, the Timid**

The frail, delicate, highly nervous individual has ears so thin they look like transparent shells. The human dynamo—the man who does things—has more or

less angular ears. The executive, the man with a backbone, has ears which stand out from the head. The man who does not put himself forward, the man who needs more backbone, has ears which lie close to the head. If the ears are also small, he will be very conservative.

**The Musician**

The musician has ears set out from the head, with a thin, unbroken rim, deep convolutions, and with an uninterrupted inner orifice connecting with the outer shell, so that the sound waves have an easy access to the ear drum. The smaller the orifice, the more delicate the sound.

**The Ambitious and Liberal Man vs. the Shrewd or Foxy Fellow**

The ambitious man and the liberal man both have ears which are wide at the top. The shrewd man who looks out for "No. 1" generally has ears with pointed tops. "Mr. Foxy Fox", the man you have to keep your eyes open for, usually has sharp spear-tipped ears.

## NOTES

## CHAPTER XIV

## THE NOSE

So important do some authorities consider the nose that they base their character analysis findings to a large extent upon their interpretation of the nose. On the other hand, there are a number of authorities who do not believe in laying so much stress upon the one feature, conceding that the nose is a positive index of character, they, however, hold that this feature represents inherited character, being molded more by the hereditary hand of the past than by the influences of the present.

The nose changes—not with the same rapidity and frequency as the sensitive, mobile mouth, to be sure, but it changes, nevertheless. Evolution tells part of the story of this change—how the nose adapted itself to its environment.

### Evolution of Nose

According to anthropology, primitive man had a low-bridged, short, flat, wide nose. The nostrils were large, round, prominent holes in the face, connecting with the throat in as direct a manner as possible. Inhabiting the sunny tropics and sub-tropics, he lived a life of ease. Nature bountifully supplied him with all the food he could eat. Strenuous exercise in such a climate being too much of an exertion, but comparatively little oxygen was needed for the

system. You would naturally wonder in such a case why he had such large, round nostrils. Nature—God—instinctively molded those wide nostrils for that particular environment. The warm, heated air expands, rarifying the oxygen, so that Mr. Primitive Man had to breathe more air to get the proper amount of oxygen. The short, direct passages to the lungs enabled him to breathe with very little exertion, as the air did not have to be tempered by a long trip before it reached its destination, the lungs.

As the more venturesome started roaming, they came into lands where the air was colder. What happened? Their wide, rounded nostrils and short, direct air passages brought the cold air direct to the lungs with practically little or no change in temperature. Chilled lungs lowered the bodily temperature and vitality, bringing on pneumonia and other lung troubles. Nature, however, is adaptable. What was needed was a nose which would take the chill off the air breathed in before reaching the lungs. As a result of this need, there evolved a nose entirely different from that found in the tropics. This nose was not low-bridged, but high-bridged, not flat, wide and short, but high, fairly narrow and long. This nose, with its long, narrow air passages, warmed and tempered the air breathed in. This was of especial importance, as the cold climate made exercise all the more vital, while necessities of life also required more exertion and aggressive energy, making imperative the supplying of more oxygen to the lungs.

In his fight against the elements, this man of the colder clime had to develop more aggressive energy and

FIG-46
·ROMAN·
REPRESENT THE STRONG DEVELOPMENT OF PRIDE, FIRMNESS, COMBAT, DESTRUCTION AND CONSTRUCTION – IN SHORT, THE MUSCULAR TYPE.

FIG-47
·GRECIAN·
REPRESENT THE STRONG DEVELOPMENT OF THE REFLECTIVE FACULTIES, AND OF IDEALITY, REVERENCE, HONESTY Etc. -IN SHORT THE QUALITIES WHICH MAKE UP THE "ARTISTIC NATURE"

FIG-48
·CHERUBIC
REPRESENT THE STRONG DEVELOPMENT OF THE SOCIAL QUALITIES AND THE "TENDER EMOTIONS"; SOME CALL THIS THE FEMININE NOSE.

had to consume more oxygen in order to conquer. The long, thin, high nose made this possible where the low, flat, wide nose was unable to stand the rigors of the cold country.

### The Three Types of Noses

Today we find three distinctive types of noses, the Roman (Fig. 46) or convex nose; the Grecian (Fig. 47) or plane nose, and the Cherubic (Fig. 48) or concave nose.

### Roman Nose

From the foregoing we can tell why the Roman nose (Fig. 46), indicates energy, power, persistence, force, aggressiveness, courage. It is the product of a successful struggle against environment, which has brought to the fore the positive, constructive and, at times aggressive and destructive forces of their nature.

The man with this type of a nose is a "doer". He is fond of action. When he wants a thing done he wants to see it done—now—not a month from now. If he can't get immediate action, he will do it himself, or at least make a good try at it. If anybody or anything blocks his path to success, he will not sit down and stare black failure in the face. He has so much energy and courage and determination that he will grit his teeth and either battle his way right through, or else he will doggedly work his way around and get there just the same. (Plough around.)

The typical Roman nose is convex, or out-curving in outline with a more or less distinct development of the

bony structure in the region of the "bridge" of the nose. This form of nose is found more often on people of the Muscular type than any of the others.

**Grecian Nose**

The Grecian nose (Fig. 47) is plane in outline, being comparatively straight from the tip to root. It is also generally symmetrically and finely molded.

This nose, while lacking the aggressiveness of the Roman has persistence and positive power, of which the Cherubic nose is deficient. The Grecian nose has often been termed the artistic nose, as it has the tip of the nose well developed, which is a sign of an active mentality and an artistic nature. With this type of nose there is often a more or less defined width across the upper part of the forehead, showing development of the Reflective Faculties and Ideality, which bear out and strengthen the qualities indicated by the tip of the nose.

**Cherubic Nose**

The Cherubic nose (Fig. 48) is scooped-out or concave in appearance. It might be said to be almost the direct opposite of the Roman nose. Having the bridge or bony part but little developed, the owner lacks the positive, aggressive, forceful, dynamic intensity and energy of the Roman nose. Where the convex nose would impatiently bang his way through or around obstacles, the concave or Cherubic nose would rather wait and take things a bit easier. Being of a sociable disposition, he would possibly endeavor to enlist the aid and support of friends.

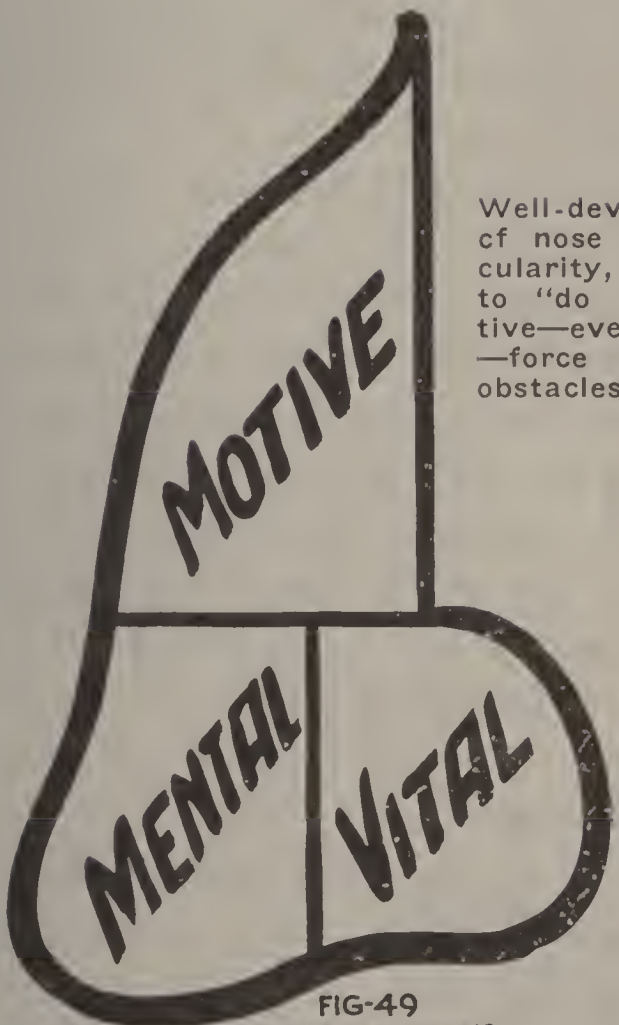



FIG-49
NOSE DIVISIONS

Well-developed bridge of nose denotes muscularity, energy, power to "do things," positive—even aggressive—force to overcome obstacles.

When wings are well developed they show inclination toward Alimentive tendencies. Large, wide-open nostrils indicate strong passions. Small nostrils with wings close to septum denote just the opposite traits.

Tip of nose denotes mental activity. When prominent and sharp-pointed the tip denotes activity of Perceptive Faculties. Activity of Reflective Faculties indicated by full, rounded tip. (See also charts 46, 47, 48.)

### Three Zones

The nose is divided into three general zones (Fig. 49)—the bridge, the tip and the wings.

### First Division of Nose

The development of the bridge or bony part of the nose represents the traits and characteristics embodied in the Muscular Type.

The man with this portion of the nose well developed is a good executive, is willing to assume responsibilities. He has the energy, determination and persistence to see things through to the finish. He is a "go-getter".

It is said that Napoleon always picked among his officers the men with large Roman noses to become generals. This type of nose is also found in the ranks of construction engineers, builders, promoters, many active and daring financiers. A certain type of scientists are also found in this group.

### Second Division of Nose

The second division or zone constitutes the tip of the nose. While the bridge of the nose is bony, the tip consists of cartilage and flesh. The degree of mental power of an individual is indicated by the comparative development of the tip of the nose—the more cobwebs there are in the attic, the more undeveloped the tip will be, while, on the other hand, the busier the brain is, the more definite and pronounced the tip will be. When the Perceptive Faculties (see Fig. 18) predominate, the nose generally has a sharp, pointed tip, quick

to see and grasp things, always on the alert. When in excess, it is the nose that "pokes itself into things."

When the Reflective Faculties (see Fig. 18) are in the ascendency, the tip of the nose is generally full and rounded. This man is the thinker, the reasoner, the philosopher.

The tip of the nose is composed of cartilage and flesh, the former constituting the septum, which separates the air passages. In the process of analysis, the muscles of the upper face contract, having a tendency to pull the features downward, while the muscles of the lower face are pulled upward in contraction, both meeting at the mouth. This downward pulling of the muscles of the upper face in analysis, if a constant mental operation, will gradually cause a drawing down of the septum, making it more prominent as a result of its extending beyond the nostrils. (Compare Fig. 50 with Fig. 51.) The person with a prominent septum is able to pull to pieces and analyze any proposition placed before him. If there is "a nigger in the woodpile" he will in all probability discover him.

In reading this feature, however, you should by all means check the upper forehead and see if the faculty of reason or analysis is well developed or not. If it is well developed and the septum of the nose is prominent, then this quality is active. On the other hand, if the septum is prominent, but the corresponding mental trait does not show much development, then this tendency is either latent or in the process of unfoldment. As a rule, in reading the nose, the natural, inherited mental traits are indicated by the bony formation of

FIG. 51
DISCRIMINATION.



FIG. 50
NOSE. SHOWING ANALYSIS

the nose, while the present mental habits and activities are reflected in the muscular tissue.

The next step is not only to analyze, but also to discriminate. In this process the muscles of the face, in contracting, pull the sides of the nose downward and backward. This constant pulling causes the cartilages in the nose to spread apart at the tip, forming a more or less hollow groove at the point and widening this portion of the nose. (See Fig. 51.)

People having this well developed are able to separate the wheat from the chaff. When they go shopping, they don't buy what is handed to them. No, they pick and choose. They make good buyers for high-grade department stores, or specialty shops, as they have a discriminating taste. When the tip is upturned, or concave, as in the case of this "pug-nose", the individual has a tendency to touch only the "high spots", getting no deeper into a subject than the surface. It may even indicate a pert, trifling, superficial, gossipy nature.

### Third Division of Nose

The third zone is represented by the wings of the nose. The bridge is composed of bone, the tip of cartilage and flesh, while the wings are composed of flesh alone. The wings represent the physical and emotional side of one's nature, and should be kept in mind when reading the lips. They are also the most mobile and changeable part of the nose, the tip being second in line and bridge coming last.

The person with well-developed wings of the nose generally has plenty of vitality, energy and also has

strong emotions. These wide-winged noses are often found on people of the Alimentive type. When such is the case, they are not so energetic and are quite willing to take things easy, and "let George do it". They have the commercial, financial and executive traits of the Alimentive.

When the wings are small and the nostrils are also small and "pinched up" the person lacks "pep" and has weak emotions. He will never set the world on fire.

In reading the wings of the nose, you should also take into consideration the tip and bridge and then check up with the rest of the body.

The wide wings represent the nose that is expanded. It represents strength. There is, however, the nose where the nostrils are dilated. The nose, itself, while generally large, may occasionally be small in size. This nose is finally featured and the wings are thin, almost to transparency.

**Dilated Nostrils**

The person who has these dilated nostrils is super-sensitive and emotionally high strung. He is quite often at one moment on the hilltop of happiness only to plunge the next instant into the depths of despair. The Thoracic individual frequently has these dilated nostrils. It is also found on some Musculars, Mentals and Alimentives. This type might be called the sensitive, dilated nose, and is not to be confused with another form, which will be described shortly.

In this connection, you should examine the fingertips. In most cases you will find a little fulness or cushion

at the tips of the fingers—another indication of sensitiveness. Notice also the texture of the skin. In most cases it will be medium to fine—still another evidence of sensitiveness.

There is still another type of dilated nostrils. These are the more tense and set dilation, which fit right in with the face which is registering decision, courage and confidence. They give more the impression of physical strength and determination than of purely high-strung, nervous energy, as the sensitive type does.

### Flared Nostrils

The man whose brakes won't hold when going down passion's steep grade, has nostrils which flare or roll backward to such an extent that one can look right into them. The edge of the wings or nostrils appears thickened or swollen, giving a greater width to the lower part of the nose than to the upper. The general tendency is for the nose to run upwards from the face. The effect of uncontrolled passion is to coarsen the appearance of the nose.

### Pulsating Nostrils

Expanded nostrils which enlarge and contract, pulsating definitely and pronouncedly in rhythm with the breathing, are generally telltale evidences of a sensuous nature, which, if persisted in, may drag one down into the depths of sensuality.

Just a word here to people who, perchance, may have their passions strongly developed. These are the most wonderful forces in man, but they are like a double-

edged sword, they cleave both ways. Don't let these primitive soul-stirring forces run riot. Bridle them, control, but don't repress them, divert them into higher, nobler chanels of human activity. They will then be a mighty asset instead of a weighty liability. Get a hobby—study Applied Psychology—delve more and more into Character Analysis—learn the laws and fundamental principles of Psycho-Analysis — in other words, know thyself!

## NOTES

## CHAPTER XV

## THE MOUTH AND LIPS

What the eyes are to the mental side of your nature the mouth and lips are to your physical or emotional make-up—only more so.

While the eyes can be made to mask our thoughts and the shades can even be drawn so as to completely hide them from view, the mouth and lips stand exposed upon the face with no handy friendly screen to shield them from the gaze of the critical eye.

Like a railway depot with lines running in from all over the system the mouth is a terminal for nerve fibers which link up the emotionl centers. And to make it all the more sensitive its fine delicate muscular tissue is honeycombed with a host of tiny blood vessels and secretory glands.

### Human Barometer

The mouth is a human barometer recording upon the chart of the face the story of inner storms, conflicts, passions, joys, sorrows, griefs, regrets, conquests, ambitions.

Linked up strongly with the emotional, passionate, physical side of life, it tells the world the struggle between the physical and the mental forces of an individual. It tells of battles won or lost in the fight for self mastery. The mouth is but the outward reflection of inner mental and emotional states and, like the sensitive dry plate, it registers the slightest impressions.

In reading the mouth it is well to bear in mind the general effect these two different forces have upon molding the mouth.

**Normal Mouth**

In the normal mouth (Fig. 56) the lips are neither too large nor too small, neither too relaxed nor too compressed, neither too hard nor too soft. The lips are at right angles to the nose with a tendency to curve upwards a bit at the corners which lie about in a line with the center of the pupil of each eye.

**Mental Action**

Mental action or concentration acts as a brake upon the emotions and tends to compress the lips, molding them into an expression of power, refinement, poise and self-control. It is the picture of a human engine under control.

**Physical, Emotional**

The physical, or emotional, or passionate forces on the other hand, when in control, burn out the brake lining, gorging the circulatory system with hot feverish blood, and like a tidal wave, sweeping aside all barriers, leaves in its wake the wreckage of a once normal mouth in the shape of a pair of bloated, puffed out, formless lips. (Fig. 57.)

These are not, however, to be confused with the full lips which are different and will be considered later.

From the foregoing we see that the general effect of the mental activity or concentration is to compress the lips through firmness, determination and self-control,

FIG. 56 NORMAL MOUTH
LINES OF DETERMINATION RUNNING FROM WINGS OF NOSE
FIG. 57
THICK BLOOTED LIPS DENOTE SENSUAL MOUTH
FIG. 58
PASSION EMOTION IRRITABILITY SHOWN BY IRREGULARLY FORMED LIPS

while the physical or emotional forces relax, expand, even bloat the lips.

**Full Lips**

It is not to be understood from this, however, that full lips are not to be desired. On the contrary, full lips, tempered with firmness and compression of self-control, are a powerful constructive, positive force, while the extremely thin, compressed lips are just the opposite. These full lips tell of battles fought and victories won in the fight for self-mastery. These people have the powerful emotional forces under control and are able to direct this energy, enthusiasm, and warmth into their work instead of letting it run riot as in the case of the formless lips or turning it into negative, selfish channels as in the case of the thin lips.

**Large Mouths—Firmly Compressed**

Large mouths, with lips firmly compressed, denote strong, firm characters with plenty of energy and activity. The persons with these types of mouths combine "heart" with head work. They are human dynamos with balance wheels. While they are active, energetic, forceful, they can be moved by a hard-luck story, and if it is extremely heart-rending it may bring on a flood of tears.

**Large Mouth—Full Lips**

On the other hand, the large mouth with very full, even, rounded out lips, denotes a strong love nature. If the lips lack firmness or compression in this case they indicate a natural tendency toward sensuality. When

reading this mouth see if firmness is developed at the tip top of the head above the middle of a line drawn from ear to ear. Also notice the nape of the neck join the base of the skull. If there is a width or fulness of the back of the neck in this region it denotes strong, active passions.

**Large Mouths—Half-opened Lips**

Large mouths, with relaxed, loosely formed, half-opened lips (Fig. 62) denote "room to let" in the upper story. People with this type of a mouth need new spark plugs in their think tank, as it operates only on "low" in a dull, heavy, listless fashion.

**Open Mouth**

When the mouth yawns open in a vacant, expressionless manner as though the owner had gone for good and left the gate wide open, this is the picture presented by the idiot who has never entertained a thought and whose animal nature is in the ascendency.

**Large Mouth—Flexible Lips**

The large mouth with very flexible lips and a jaw with heavily greased hinges which automatically flies wide open every time he talks—and he talks all of the time—is the "town pump" type—never runs dry—who holds forth down at the corner grocery store talking about everything and everybody from potatoes to politics.

**Open Lips**

Open lips in man—when not caused by adenoids or anything that interferes with normal breathing—de-

note the ascendency of the physical or emotional side over the mental and consequently a lack of self-control or strength of character.

**Mouth of Power, Determination**

When the lips draw out from the center to the corner as a result of compression (Fig. 59), the lower lip is moved slightly upward, the mouth-line lengthened, a fulness caused at the corners, and a slight droop is often also noticed here at the ends of the mouth line. This is not the droop of pessimism. This is the mouth of power, firmness and determination. This is the mouth of a man who, if told to take a message to Garcia, would quietly accept orders and firmly, resolutely carry them out.

**Mouth of Weakness**

In direct contrast to the above, there is the mouth lacking development at the corners (Fig. 61) and whose upper lip is drawn inward with the wrinkles all pointing toward the center of the lips. This shows not strength but weakness.

**Deliberate Speaker**

The man who thinks before he speaks, who deliberates before he makes a certain decision, usually has a mouth where the centers of both lips are gently compressed.

**Narrow, Small, Thin-Lipped Mouth**

The narrow, small, thin-lipped mouth shows compression to the extreme, so much so, that it has com-

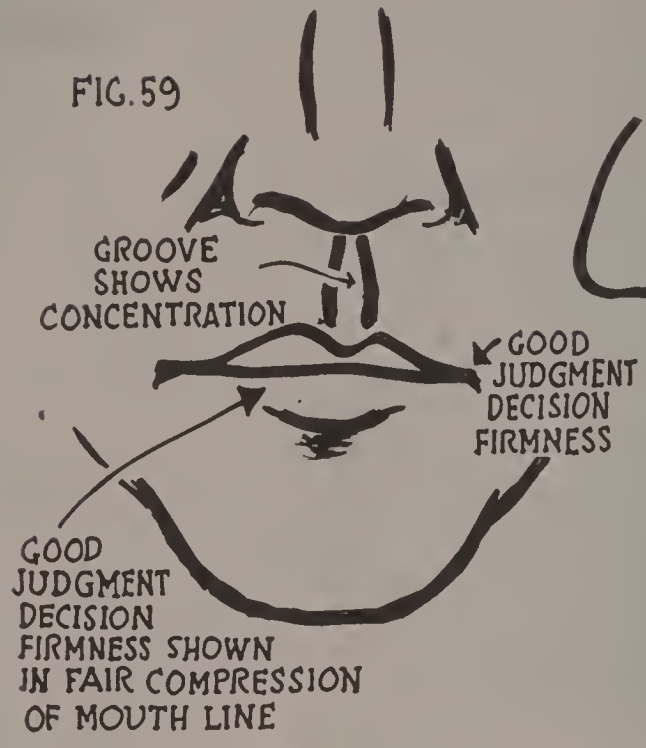


FIG. 59
GROOVE SHOWS CONCENTRATION
GOOD JUDGMENT DECISION FIRMNESS
GOOD JUDGMENT DECISION FIRMNESS SHOWN IN FAIR COMPRESSION OF MOUTH LINE

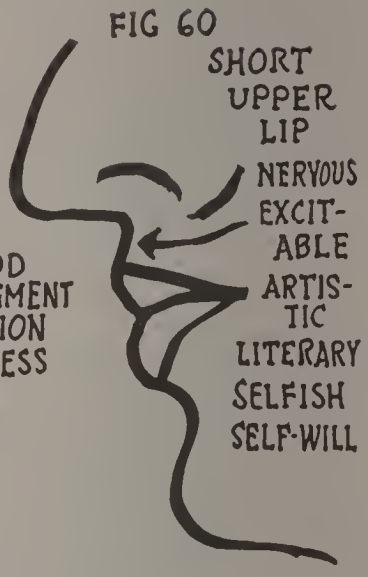


FIG 60
SHORT UPPER LIP
NERVOUS EXCITABLE
ARTISTIC
LITERARY
SELFISH
SELF-WILL

FIG. 61
THIN TIGHTLY COMPRESSED LIPS SHOWS SKIN FLINT COLD-AVARICE CRAFTY SELFISH

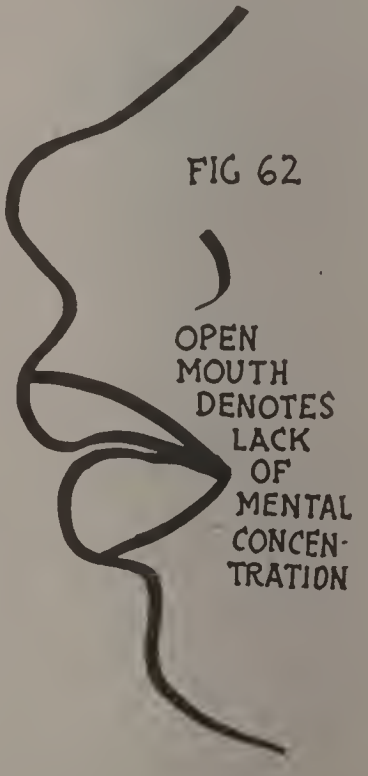


FIG 62
OPEN MOUTH DENOTES LACK OF MENTAL CONCENTRATION

pletely quenched the fires of passion and desires and shows one having a more or less cold, emotionless nature. When both lips are naturally thin, it also indicates a cruel nature. This is not to be confused with full lips which are thinned by compression or self-control.

### Temper, Irritability

Fits of temper leave their imprint upon the mouth. During these spells of irritability the blood is rushed to the blood vessels of the face. The blood vessels of the mouth as a result are gorged. The soft, sensitive lips, swollen with heated blood, become parched and cracked and when the blood recedes and the lips relax to resume their normal size they are as irregular in outline as a patch of adobe sod which the sun has baked after a hard rain. This wavy, irregular, broken appearance (Fig. 58) is especially noticeable at the mouth line where the lips meet.

### Ill Temper

If this irritability is persisted in to the point of developing ill temper, the continual parching and cracking of the lips by the drying up of the secretory glands of the mouth, through the excess of bile salts in the blood caused by temper, will cause the lips to become dry, hard and will show an irregular wavy outline.

### Passion

Temper and passion also leave their marks on the lower lip. After the congestion has disappeared the lower lip relaxes and instead of being tense it becomes

soft and loose. This loose effect of the lower lip is an aftermath of temper.

### Passionate Mouth

The passionate mouth is somewhat similar to the above, the parched, cracked, irregularly outlined lips being dark red in color. The owner of those lips generally has the perceptives strongly developed. He believes in action instead of contemplation.

### Sensuous Mouth

The sensuous mouth, on the other hand, is very full, smooth, velvety and soft in appearance. It mirrors the thoughts of a reflective mind who lives in a peaceful, calm realm of contemplation instead of realization.

### Concentration

When the upper lip dips down in the center (Fig. 59) as it meets the lower lip, this is a sign of mental concentration backed up by physical action.

### The Optimist vs. Pessimist

Optimists have upward curved mouths, while pessimists have decidedly downward curved mouth pieces. They are "down in the mouth." These are not to be confused with the strong-willed mouths which because of compression droop slightly at the corners.

### Short Upper Lip

The man with the short upper lip (Fig. 60) is generally more or less self-centered and is generally not averse to a little praise now and then.

### Long Upper Lip

The man with the long upper lip, however, is the one Mr. Flatterer can never do any business with. He has plenty of self-reliance and self-confidence.

### Slanting Mouth

Beware of the slanting mouth, higher on one side than the other. It denotes caution, cunning, cajolery and even crookedness.

In repose it may not appear to be slanting, but when in action it assumes this position. In judging this mouth, however, be sure to look at the conformation of the teeth, as they have a tendency, when irregular in outline, to distort the mouth.

### Crooked Mouth

The crooked mouth is all that the name implies. When passing on this, see whether the faculty of honesty is well developed or not.

Lavater, the noted physiognomist, wrote: "The wisest and best men have well proportioned upper and lower lips, evenly developed and full. Every eloquent man has lips at least moderately full. Large mouths indicate more character than small ones, but very large always denote a gross sensual and sometimes a stupid and wicked person. A calm uncontracted, unconstrained mouth with well proportioned lips, with a mild, tender, easily movable fine-lined, not too sharply pointed forehead, should be revered as sacred. A mild overhanging of upper lip generally signifies goodness; well defined, large and proportionate lips, the middle

of which is equally serpentine on both sides and easy to be drawn, are never seen in a bad or common countenance.''

### The Sarcastic Mouth

The man who deals in sarcastic, stinging, cutting remarks generally has a mouth which cuts obliquely across the face, the upper lips having a puffiness on either side of the center and a certain appearance of flaring backward. This man cares not what he says nor what other people think of it, and his ill-tempered mouth certainly bears it out. This is not to be confused with the slanting mouth.

### The Selfish Mouth

The person who selfishly looks out for ''number one'', thinking only of one's own personal pleasure regardless of the pangs it may cost others, this individual is characterized by teeth which show when the mouth is normally closed. This type may run rough shod over the feelings of even their dearest friends without giving it a single thought or consideration. This type is characterized by heartlessness and, when lacking certain front head development, it is also a sign of ''Nobody Home''.

The small mouth with naturally thin lips is a sign of selfishness and greed. This mouth is the result of unceasing mental activity, causing the lips to become more and more compressed. This mouth also shows a tendency to worry. The big mouth, on the other hand, is generous and more carefree.

**The "Kissing Mouth"**

The mouth which shows a distinct fulness at the center of the lower lip only, and an even compression of both lips, denotes the "Kissing Mouth"—not of passion—but of pure affection. It also shows great mother love.

**Attention:—Parents**

In this connection it might not be amiss to drop a word of warning right here to parents. The mouth, extremely sensitive, linked up with the physical passionate side of one's nature, when kissed stimulates and arouses these deep, slumbering powerful emotions. If the lips are very thin this shows that the emotional side of one's nature needs development. If, on the other hand, the lips are full, kissing should not be indulged in to the extreme, as the emotions and passions are well developed and should be under control.

## NOTES

## CHAPTER XVI

## THE CHIN AND JAWS

### Broad, Square Jaw

The broad, square jaw (Fig. 6) denotes a combating or fighting disposition. This will be enhanced, for example, if the head is wide just over and in back of the ears; otherwise, it will be tempered, especially if the head is narrow.

### Angular Jaw

The angular jaw (Fig. 20) with a decided bulge under the lobe of the ear, will stick to things even against his own interest.

### Rounded Jaw

The jaw that is rounded or curved at the angle is good natured, but soft.

### Loose Jaw

The loose jaw indicates lack of stability, and is very weak.

## THE CHIN

While the mouth is a barometer of the physical tendencies at the present moment, the chin is an index of the inherited physical tendencies.

### Round Chin

The round chin indicates artistic tendencies. In the undeveloped form, it is found often on Alimentives.

### Square Chin

The square chin is the "doer chin"—the man who "go-gets-'em". He is strong, courageous, determined.

### Oval Chin

The oval chin is half-way between the round chin and the square. It is the balanced chin—neither too aggressive nor too backward about putting one's self forward.

### Pointed Chin

The pointed chin indicates extreme weakness. When this chin is extended to a very great degree it is a sign of an avaricious nature. This will be minimized, however, if backed up by good mentality and a good development of the front top-head region.

### Prominent Chin

A full, prominent chin denotes good heart action and consequently good circulation.

### Fleshy Chin

A fleshy chin is a sign of love of ease and may indicate a sensual nature. Check up the mouth, nose, eyes and nape of the neck.

### Double Chin

A double chin denotes the lover of good, rich food—and plenty of it.

### Dimpled Chin

The dimpled chin on a woman indicates a coquette, or rather one who can easily make friends with the opposite sex. On a man it indicates a desire to appear before the public. Brunetness reduces this tendency while blondness accentuates it.

## NOTES

## CHAPTER XVII

## BRAIN ANATOMY

You have doubtless noticed how most railroad time tables have maps showing where the various towns and cities are located along their lines. Most of the cities you probably were familiar with, but there were some you were not sure about. The map gave you a picture of the anatomy of that particular railway system.

To the average person a chart of a human brain is as familiar to them as a map of Mesopotamia. The chances are that more people know what the latter place looks like than they do their own brains, because in some cases, in the more or less distant past, their teachers have made them look at all the maps in their big geography books, but never showed them what their "think tank" looked like.

Brain anatomy, for purposes of Character Analysis, is not a topographical chart of all the bumps, the hills, and the dales on the cranial hemisphere. It is a means of knowing the various divisions or areas of the brain from the standpoint of Character Analysis.

### Origin of the Science

It will not be amiss here to tell a word about the origin, growth and evolution of this science. Character Analysis would not have arrived at its present stage of evolution had not Dr. Gall, a Vienna physician and scientist, been not only very observing and curious,

but also persistent and painstaking, as well. While at college, he saw that certain students could recite their lessons better and more easily than others. Upon examining and comparing these, he found that although they all appeared to look different, still there was one trait or characteristic which was common to all. No matter if they were tall or short, thin or fat, blond or brunet, each one had more or less prominent eyes.

At that particular time, however, he was not interested in Character Analysis, and the magnitude and importance of his startling discovery, did not dawn upon him until some years later, when he took up a definite study and investigation of the subject. Then this material which he had pigeon-holed in his brain came to the light of day, and he recognized in the prominent eye, the indication of a command of language.

**Work of Dr. Gall**

With the thoroughness of an exacting scientist, he examined thousands and thousands of people in hospitals, insane asylums, public and private institutions in his endeavor to chart the brain. He bought hundreds of skulls and even made plaster casts of those he could not buy. In 1808 he presented his findings to the Institute of France. He suffered the fate of all pioneers. His report was turned over to another physician to investigate. The result was that conservatism won, and Dr. Gall and his work were not only discredited but given a serious set-back.

### Work of Dr. Broca

Curiously enough, the medical profession very innocently endorsed part of Dr. Gall's work. A Dr. Broca, who had been investigating the brain, found that in a certain region of a particular convolution, there was a definite center or area which controlled speech. This is back of the eye, and, when well developed, pushes the eyeball downward and outward, making the eye prominent. He had had a patient die who had not been able to speak for over twenty years. Upon operating, Dr. Broca found that this particular area of the brain had been eaten away by disease, while the rest remained intact. As a result of this investigation, the medical profession now term this Broca's Convolution, although Gall discovered it years before.

### Center of Speech

It is situated above the posterior portion of the thin super-orbital plate which forms a roof over the eye. Growth of this center, therefore, creates a pressure on this thin super-orbital plate, causing it to press the eye downward and outward, making the lower eyelid prominent.

As the use of this convolution enlarges the brain by use, so are all the other areas of the brain enlarged by thinking—use, and as the convolutions of the brain take on their shape by thinking—by use—the cranium is developed. For instance, a man who has great determination, will-power, ambition and grit to hang on, by such thinking develops a convolution in the back top-head region of his brain, which in turn makes the skull

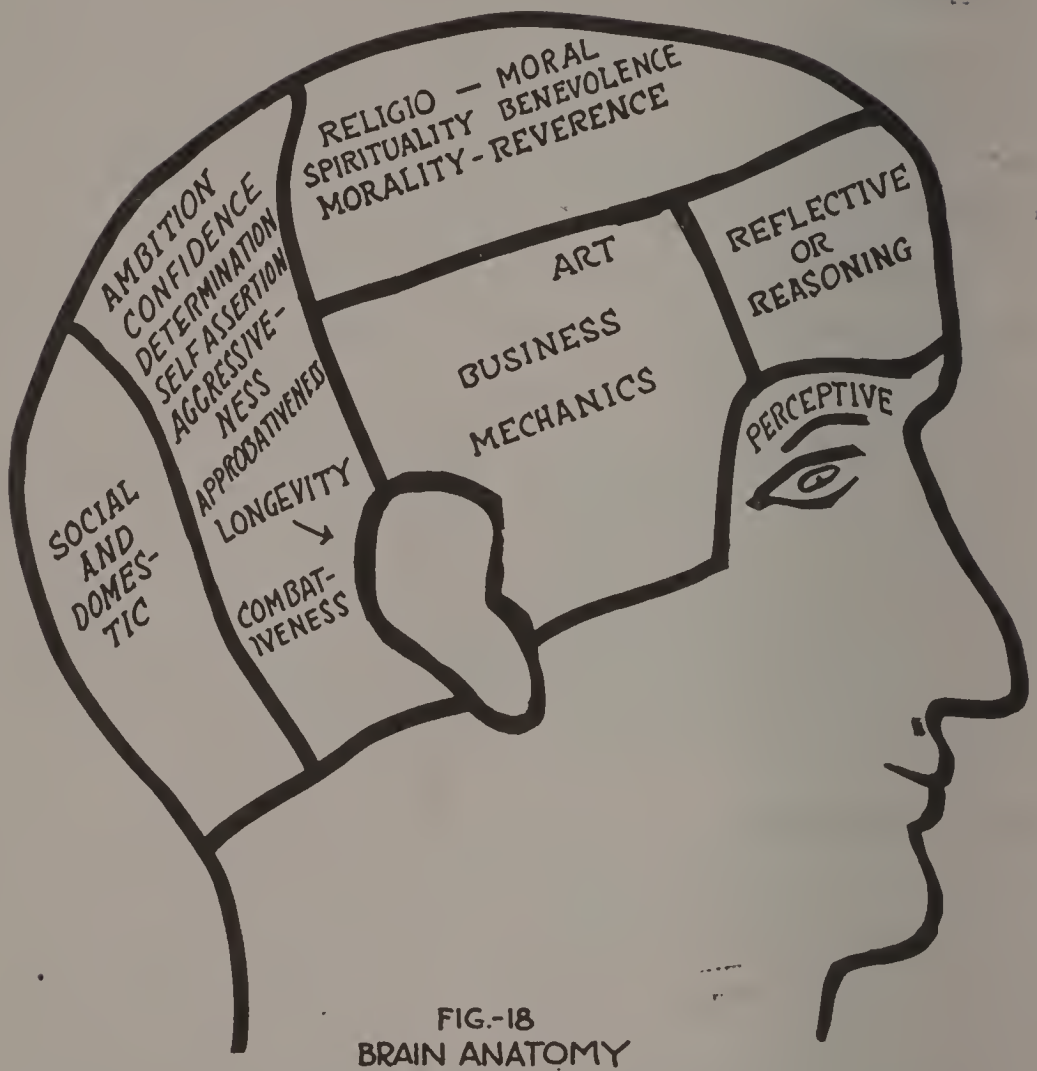



FIG.-18
BRAIN ANATOMY

This chart is a general key-board of the brain—a short, simple, direct, descriptive outline of various groups of traits making up the human personality. When a certain section or sections are overdeveloped the corresponding traits are more strongly pronounced. Study the chart.

larger, showing the use or exercise of the convolutions below.

Although charlatans misused these scientific laws, bringing them into disrepute, and although the conservative, scientific world had, in its ignorance, given the movement a set-back, these were only temporary. The charlatan has been driven out, science and business are now recognizing the value and importance of this study and it is now coming into its own.

In studying how to read people at sight, we are interested in knowing how to read people just at a glance, if necessary. This means that we need a set of simple, easy, practical, readily-usable rules that can be applied instantly. For this reason we divide the surface of the brain into six general divisions or areas (Fig. 18) representing the following qualities, namely, the observational, the reasoning, the spiritual, the self-assertive, the social, the self-protective.

### 1. Observational Qualities:

The Observational qualities are indicated by a prominent or bulging brow. The convex forehead would fall into this classification. (See Chart No. 16.)

The man with strong observational qualities "sees everything". He is practical, believes in learning by experience. His judgment is, therefore, based not on theory—but on experience.

The scientist bases his theories, his laws, his findings, upon his observations. He must, therefore, have a capacity to see and observe all things relating to his science or his particular problem, in order to pass judg-

ment or formulate new rules and regulations. Darwin was a good example.

The person who is flat over the eyes lacks judgment. Before passing judgment here, be sure to examine the forehead closely. The observational qualities are supposed to bulge out over the eyes. A forehead may appear flat over the eyes, and, if you did not look closely, you would probably say the man lacked judgment. If the forehead presents a more or less perpendicular appearance this shows a development of the reasoning qualities. Now look at the brow. If it overhangs the eyes we have a combination of the observational and reasoning qualities—the man who combines the theoretical with the practical. On the other hand, if there is no bulge over the eyes and the forehead is flat over the eyes it is an indication that—

2. **Reasoning Qualities:**

The Reasoning qualities are developed. The man who reasons, theorizes, thinks things out, has a development of the upper forehead, bringing this region more or less in line with the lower portion and giving the forehead a certain flat appearance above the brows. (See Chart No. 28.)

This man is the philosopher, the student, the reasoner. Whereas the man with observational qualities strongly developed is interested in facts, and the practical aspect of things, the man with these reasoning qualities well developed wants to know the reason why, the theory in back of things presented to him. He lives more in the inner, mental kingdom, whereas the former is an active figure in the outer, material world.

This type of individual is very often of the Mental temperament—either pure Mental or in connection with others.

This man's main diet consists of books or problems to theorize over. He makes a good chess player and fits into the business world where reasoning ability is required. He is in his element when surrounded by books.

If his head is reasonably wide, he will have the necessary energy to put his theories into practice. If extremely wide, he will be pugnacious and even destructive. If the forehead, however, is narrow, he will have a mild disposition.

3. **Spiritual Qualities:**

The man whose head is rounded up in a dome is always asking himself the question, "Is this right or is it wrong?" He has a high sense of moral responsibility and the ethical, and spiritual side of everything is his first consideration. (See Chart No. 35.)

This man's head appears high and dome-shaped both from the front and side views. If rounded only in one direction, the head appears peak-shaped.

He makes the theologian, the minister, the reformer.

4. **Self-Assertive Qualities:**

The person with these qualities well developed has a prominent development in the region of the crown. (See Chart Nos. 18, 26.)

These self-assertive qualities are especially necessary for those who appear before the public. The person with this development not only has a desire to appear

before the public, but is backed up by the firm determination to assert himself. Deep down in his soul he has pounded the slogan "I CAN! I WILL!! PIKE'S PEAK OR BUST!!!" This gives him the confidence needed in appearing before large groups of people.

5. **Self-Defensive Qualities:**

The man who has a good development of the side head has enough energy to take care of himself. (See Chart No. 35.) Teddy Roosevelt had enough of these qualities to more than take care of himself.

If exceedingly wide from temple to temple, the individual may be like an engine without a balance wheel, and may be destructive in his tendencies.

The man who is narrow between the temples, on the other hand, is very meek, mild and even self-effacing. (See Chart Nos. 22, 33.) Rather than see a scrap or seek one, he would walk blocks to avoid one. He will try to win his way by means of tact and diplomacy instead of force, as in the case of the man with strong development of the side head.

The man with a good development of the side head is generally a good executive. (See Chart No. 35.) He is a builder, a constructor. If the width is at the lower part of the side head, the man will be mechanically inclined. (See Chart Nos. 18, 21.) If the width is at the top, then he will be idealistic or artistic. (See Chart No. 21.)

6. **Social Qualities:**

(See Chart Nos. 18, 23.)

These qualities are indicated in the back head region.

If well developed, the individual is a lover of home, children, animals, friends and his country. He likes people, loves humanity and pours out his sympathy and love to all who come in contact with him.

He is, therefore, a social being and is especially adapted to deal with people either singly or in groups. He would fit in any capacity dealing with the public and would make a good head of a complaint bureau in any business organization.

A fulness or development of the top central portion of the back head indicates great love of home and country.

When this upper central back-head region is flanked on both sides by a rounded-out contour, this individual is intensely loyal to his friends. If he has a wide head and a fulness above and behind the ears, he will fight for his friends. He will even deny himself just to help his friends.

When the lower central portion of the back head is well developed, it shows strong parental love. If over-developed, the parent will love the offspring more than the mate.

Flanking the lower portion of parental love on either side, a fulness here indicates constancy in affection, a strong love for one's mate. When very prominent, the love will be bestowed upon the mate alone—with comparatively none for the children.

Fulness at the nape of the neck indicates strong attraction for the opposite sex. When very full, it is a sign of gross sensuality.

## NOTES

## CHAPTER XVIII

## HEAD SHAPES

The shape of your head, whether it is long or short, wide or narrow, high or low—reveals a lot to the student of Character Analysis.

### The High Head

When you look at the front face, this type (Fig. 19) presents a certain highness of the upper part of the forehead, especially in the region of the temples.

This is the head of a reasoner, thinker, philosopher. When the front top-head region is also well developed you see a man who plans, reasons, thinks and philosophizes along religious or moral lines. Coupled with an idealistic tendency he is often the pioneer, the trail-blazer into new paths of spirituality and morality.

In work, he should not be tied down to routine, as he hates to be in a rut. What he likes is to see opportunity for advancement and improvement.

When the central portion of the back top-head region is well developed it shows firmness and turns this high-headed individual's thinking into scientific channels.

When accompanied by a well developed crown he is apt to be domineering and egotistical.

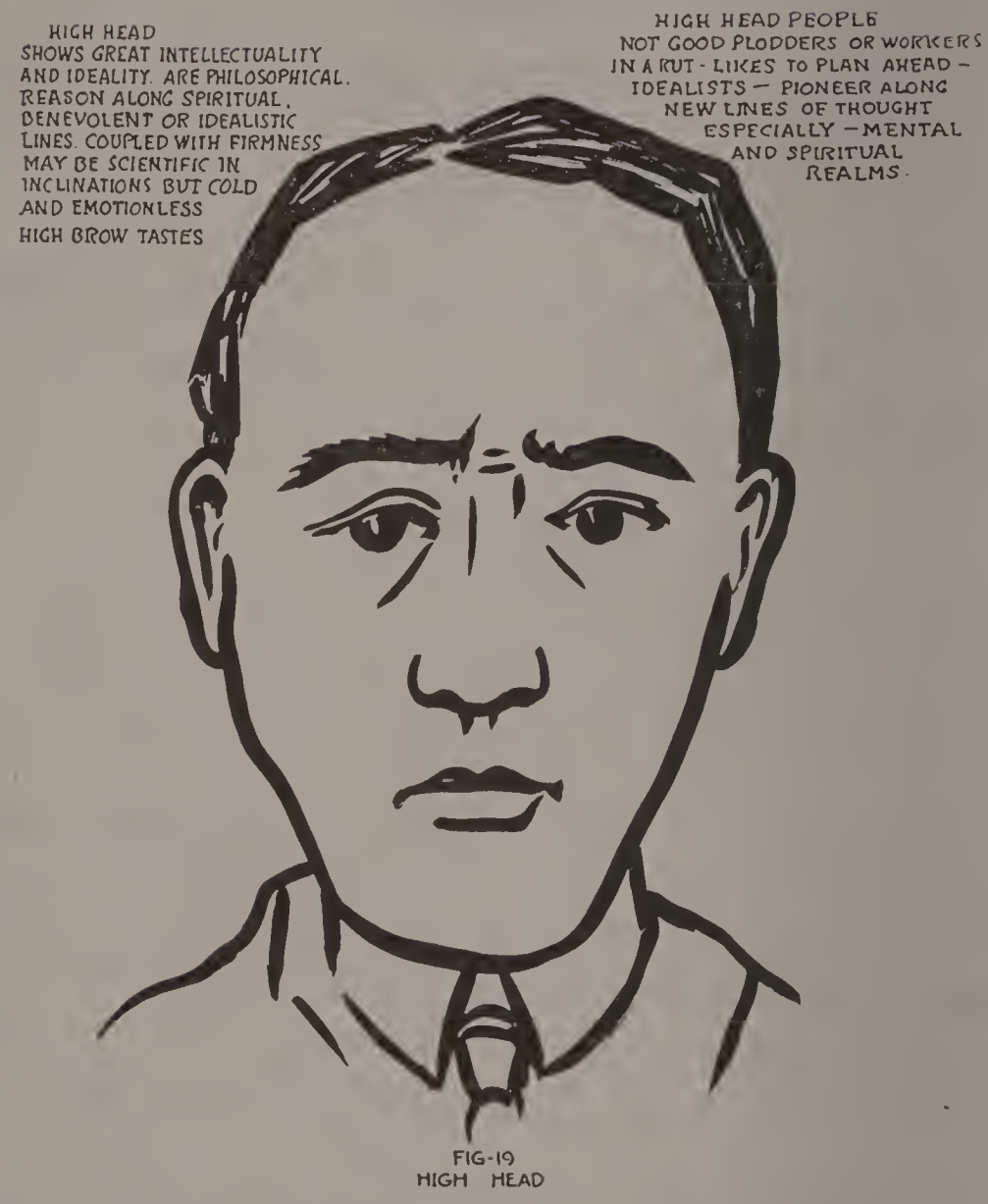



FIG-19
HIGH HEAD

Here we have pronounced development of the perceptive, reflective, and religio-moral regions showing a deep thinker along spiritual, moral or idealistic lines. This type often pioneers along new spiritual lines, especially if a brunet. When crown of head is well developed they often incline toward science. This type should never do routine work.

### The Low Head

The first impression you get of this head (Fig. 20) is that the forehead is low, the temples are low, the upper part of the face has not developed as fast as the lower. The eyes, therefore, seem high-set, the forehead very short while the lower portion of the face appears long.

While the high-headed individual (Fig 19) may very appropriately be called the "high brow", the low-headed person may reasonably be termed the "low brow." Lacking religio-moral development and the higher mental qualities, his thoughts and actions are along physical and material lines instead of intellectual and spiritual.

He is not idealistic. You have to appeal to his selfish materialistic side if you want to interest him in anything mental or spiritual. He lives in the realm of his senses and anything that will add to his comfort or pleasure receives his consideration.

All these various head shapes should be checked up with other features before the final reading is made. As most people are a combination of two or more of these types, be sure to take time enough to work out all the elements in the combination.

Take time also to determine in the combination what type predominates. After observing a number of cases you will soon be able to make your decisions rapidly.

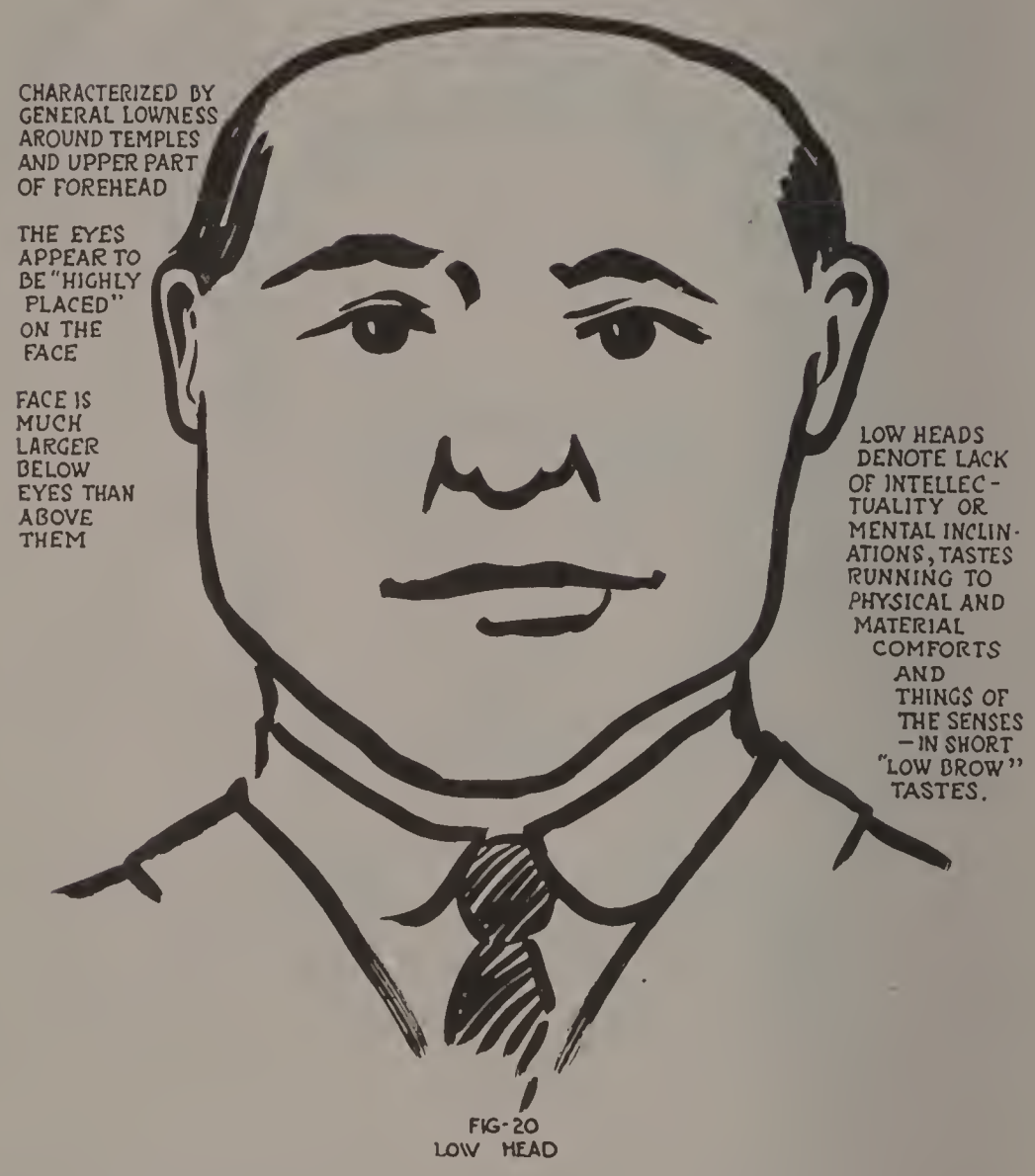

CHARACTERIZED BY GENERAL LOWNESS AROUND TEMPLES AND UPPER PART OF FOREHEAD
THE EYES APPEAR TO BE "HIGHLY PLACED" ON THE FACE
FACE IS MUCH LARGER BELOW EYES THAN ABOVE THEM
LOW HEADS DENOTE LACK OF INTELLECTUALITY OR MENTAL INCLINATIONS, TASTES RUNNING TO PHYSICAL AND MATERIAL COMFORTS AND THINGS OF THE SENSES — IN SHORT "LOW BROW" TASTES.

FIG-20
LOW HEAD

The low head signifies comparative lack, especially of the reflective and religio-moral regions, thus making this type think and act along practical, materialistic, physical lines. "High-brow" subjects do not interest him at all. Just the opposite of Figure 19. See also Figure 25.

### The Wide Head

This head (Fig. 21) is wide from side to side. This person has a lot of "steam in his boiler"—that is, when the width shows a good side head development.

He is practical and can look out for No. 1. He generally has a strong physique and likes to give it plenty of exercise. He is always "doing something."

He is especially fitted to "do things" or to "get things done" as he puts his full energy in back of whatever he puts his shoulder to. He is industrious, aggressive, energetic and has a strong desire to accomplish things and also to make money. He is willing—even glad—to accept responsibility.

He is of a natural constructive or creative temperament. When the width is greatest at the top of the side head region he is inclined to be idealistic or artistic in his tendencies. When the width is most pronounced in the center of the side head region, then his energies will be inclined toward business. If the width is greatest at the lower portion of the side head, then there will be an inclination toward things mechanical.

The extra wide head emphasizes these qualities. When the head is very wide—especially around the ears—then you will see a powerful engine too strong for its brakes. If accompanied by a low head, then you see this human engine with the "brake lining" burned out, a machine without a balance wheel, an individual living entirely on the physical plane of existence. In cases as extreme as this, he is apt to be destructive, brutal, even savage.

USUALLY MAKES MORE OR LESS SUCCESS IN BUSINESS
AGGRESSIVE - PHYSICALLY SOMEWHAT PRIMITIVE IN EX- TREME CASES RATHER RUTHLESS, BRUTAL DESTRUC- TIVE.
USUALLY QUITE PRACTICAL ABLE TO DO THINGS.
BUILDER OF THINGS CONSTRUCTIVE- IN ART - WRITING - BUILDS - OR OTHER PURSUITS ACCORDING TO OTHER HEAD DEVEL OPMENT — AND HUMAN TYPE TENDENCIES.

FIG-21
WIDE HEAD

This wide head indicates ability in business, construction. He will be aggressive but not as selfish and brutal as Figure 32, because forehead is higher. Always wants to be doing something.

### The Narrow Head

This is just the opposite of the wide head physically and mentally. Lacking the side head development which was characteristic of the energetic wide head, we find the narrow headed individual (Fig. 22) mild instead of energetic, peaceable instead of aggressive and tactful and diplomatic instead of forceful, blunt and out-spoken.

The wide-headed individual (Fig. 21) goes out after business while the narrow-headed salesman stays in the store or office and lets the customers come to him. He lacks the selfish instinct, in most cases, to even look after his own interests and, as a result, does not achieve the same success in most cases that he rightfully deserves.

He generally likes to side-step responsibility and this is one of the big stumbling blocks to his progress. He endeavors to gain his point through persuasion instead of force. His meek, mild manner often makes a door mat of him whenever the real wide-headed person is around.

He makes a good secretary, clerk, bookkeeper, assistant, or indoor salesman in an established house.

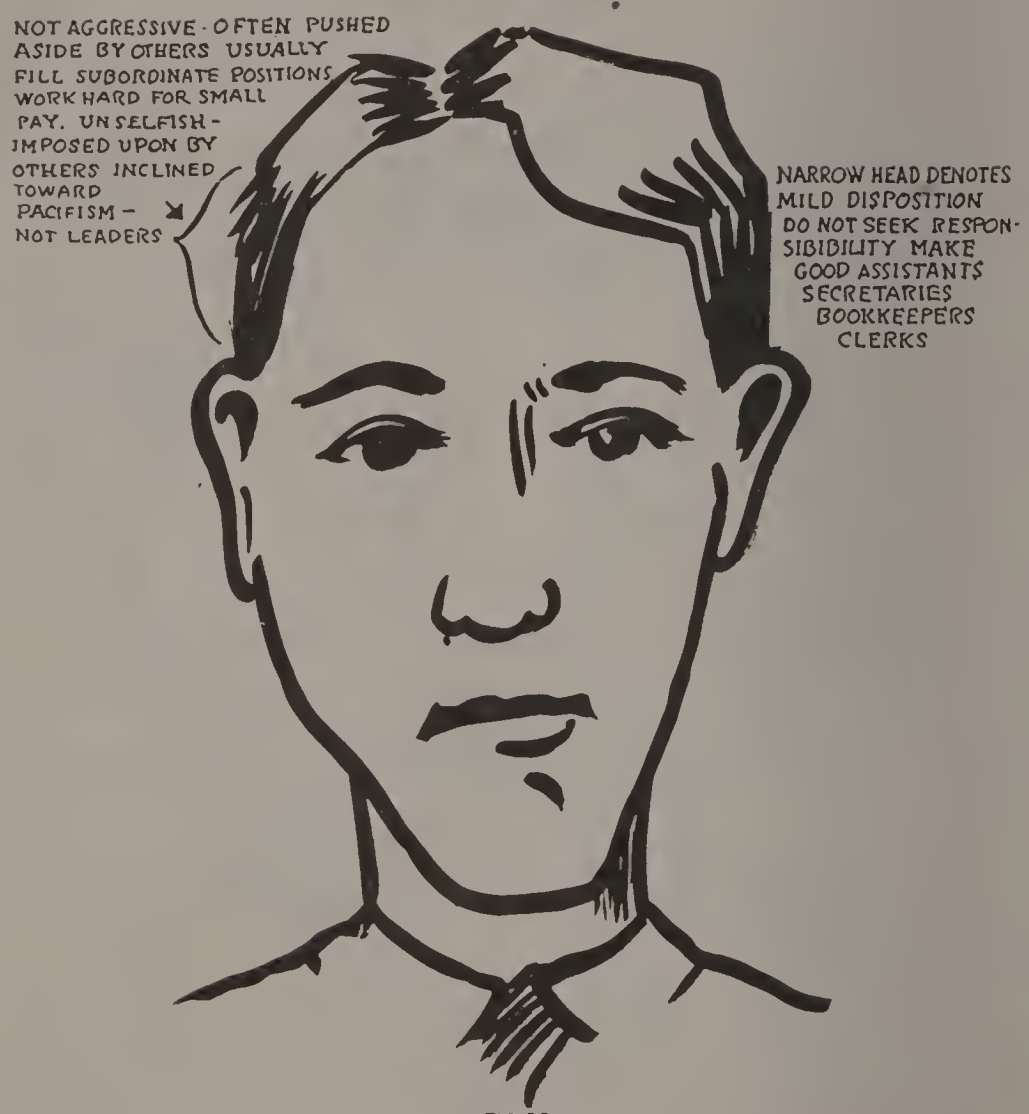

NOT AGGRESSIVE - OFTEN PUSHED ASIDE BY OTHERS USUALLY FILL SUBORDINATE POSITIONS WORK HARD FOR SMALL PAY. UNSELFISH - IMPOSED UPON BY OTHERS INCLINED TOWARD PACIFISM - NOT LEADERS
NARROW HEAD DENOTES MILD DISPOSITION DO NOT SEEK RESPONSIBILITY MAKE GOOD ASSISTANTS SECRETARIES BOOKKEEPERS CLERKS

FIG. 22
NARROW HEAD

Note the narrowness from ear to ear. Lacking aggressive energy this type endeavors to gain their ends through tact and diplomacy rather than force. If crown of head and chin, however, are well developed, then they will assert themselves, if necessary. (Just the opposite of Fig. 21.)

## The Long Head

The long head (Fig. 23) is characterized by a length from front to back greater than the average. The person with a long head is a social being, he likes people, is a good mixer, makes friends comparatively easy. He is the man who should be in a position where he can deal with the public. The fuller the back head region the more capable he is of dealing with the public.

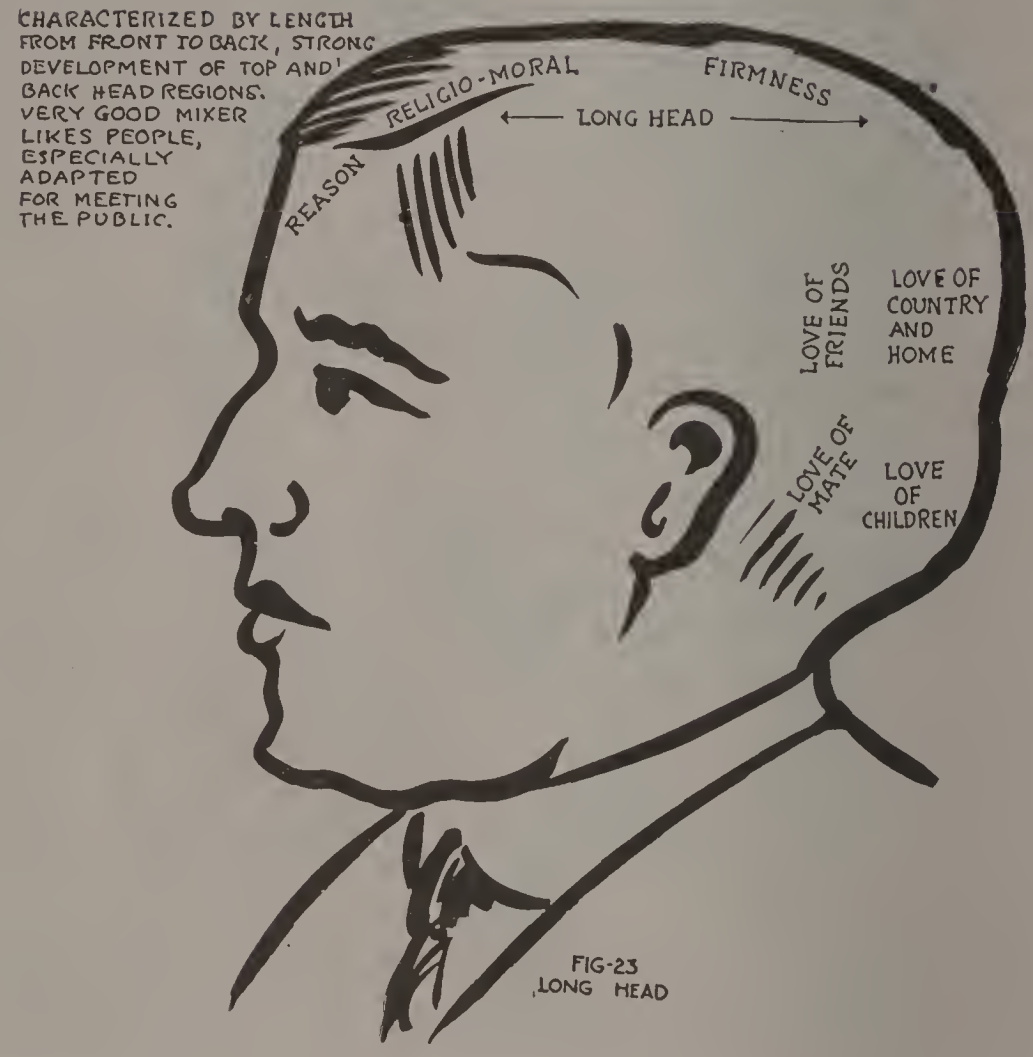
He is generally a good reasoner but his judgment is quite often swayed by his feelings—especially if he has a strong back head development.

He generally lacks that selfish viewpoint which is one of the necessary ingredients for success in the materialistic commercial world of today. As a result, the typical long-headed individual is not the person to crowd his competitor to the wall and strangle him commercially, neither is he the man, who, having the upper hand in any situation, is going to press his point to the very last.

The length of the top head region gives him a good development of the religio-moral and the self-assertive traits.

In reading these head shapes the descriptions are general and are typical of the pure or uncombined types. By getting the pure types in mind you will then be able to see how the combinations modify your readings.

The person with a long head would make good in some vocation where he has to deal with the public, such as a preacher, lecturer, salesman, teacher, nurse, welfare worker or anything to help humanity.


CHARACTERIZED BY LENGTH FROM FRONT TO BACK, STRONG DEVELOPMENT OF TOP AND BACK HEAD REGIONS. VERY GOOD MIXER LIKES PEOPLE, ESPECIALLY ADAPTED FOR MEETING THE PUBLIC.
RELIGIO-MORAL
FIRMNESS
LONG HEAD
REASON
LOVE OF FRIENDS
LOVE OF COUNTRY AND HOME
LOVE OF MATE
LOVE OF CHILDREN
FIG-23 LONG HEAD

Sociability is the key-note of this type. Top-head and back-head regions are both strongly developed—especially the latter. This type is especially fitted to deal with the public as they naturally like people. He has a strong attachment for his home, his family, his friends and his country.

### The Short Head

This head (Fig. 24) lacks length from front to back in comparison with the width from side to side.

The individual with a short head dislikes people in general and social activities in particular. He lives more unto himself and his own. His neighbor is no concern of his.

He is not a mixer, not a social being as he lacks that innate understanding and love of human nature. He should not be in any work dealing with the public where success depends upon handling people tactfully and acquiring their good will.

He is often found handling a gang of unskilled laborers running rough-shod over them regardless of their feelings. He bangs his way through regardless of the feelings of others.

In business the man with the short head should never be placed in a position where he has to meet the public. He should be in a department where there is no chance to make public contacts.

Hundreds of concerns all over the country today are losing the good will and friendship of their customers—to say nothing of their trade—all because of their ignorance of Character Analysis. They have people in their employ who meet the public and rub them the wrong way.

Before passing judgment upon the short head be sure to compare it with the width.

FIG-24
SHORT HEAD

This type is characterized by comparative shortness from front to back of head and lack of development of the back-head region. This type is not a mixer, dislikes meeting people and should not be placed in a position entailing the handling of the public. (Just the opposite of Fig. 23.)

RATHER MATERIALISTIC AND "PRACTICAL" IN TASTES AND VIEWS. BUT LITTLE INTERESTED IN ALTRUISTIC, IDEALISTIC REFORMS, OR PHILOSOPHICAL SUBJECTS
LACK DEEP INNER SPIRITUAL FEELING OF THE "HIGH FOREHEAD" MAY, HOWEVER, BE REGULAR CHURCH GOER.
ARE AS A RULE PLODDERS STEADY GOING, INDUSTRIOUS.
SMALL REFLECTIVES
SMALL REFLECTIVES
PROMINENT PERCEPTIVES
PROMINENT PERCEPTIVES
WHILE THE PERCEPTIVE FACULTIES MAY BE WELL DEVELOPED, THE REASONING OR REFLECTIVE FACULTIES IN UPPER FOREHEAD ARE OFTEN ONLY VERY WEAKLY DEVELOPED.

FIG-25
LOW FOREHEAD.

Compare with Figure 20 and also Figure 19. With the reflective and religio-moral regions but slightly developed this individual lives in the practical, materialistic, everyday world of today. Lacking vision, but having an abundance of energy, he is an industrious, plodding worker.

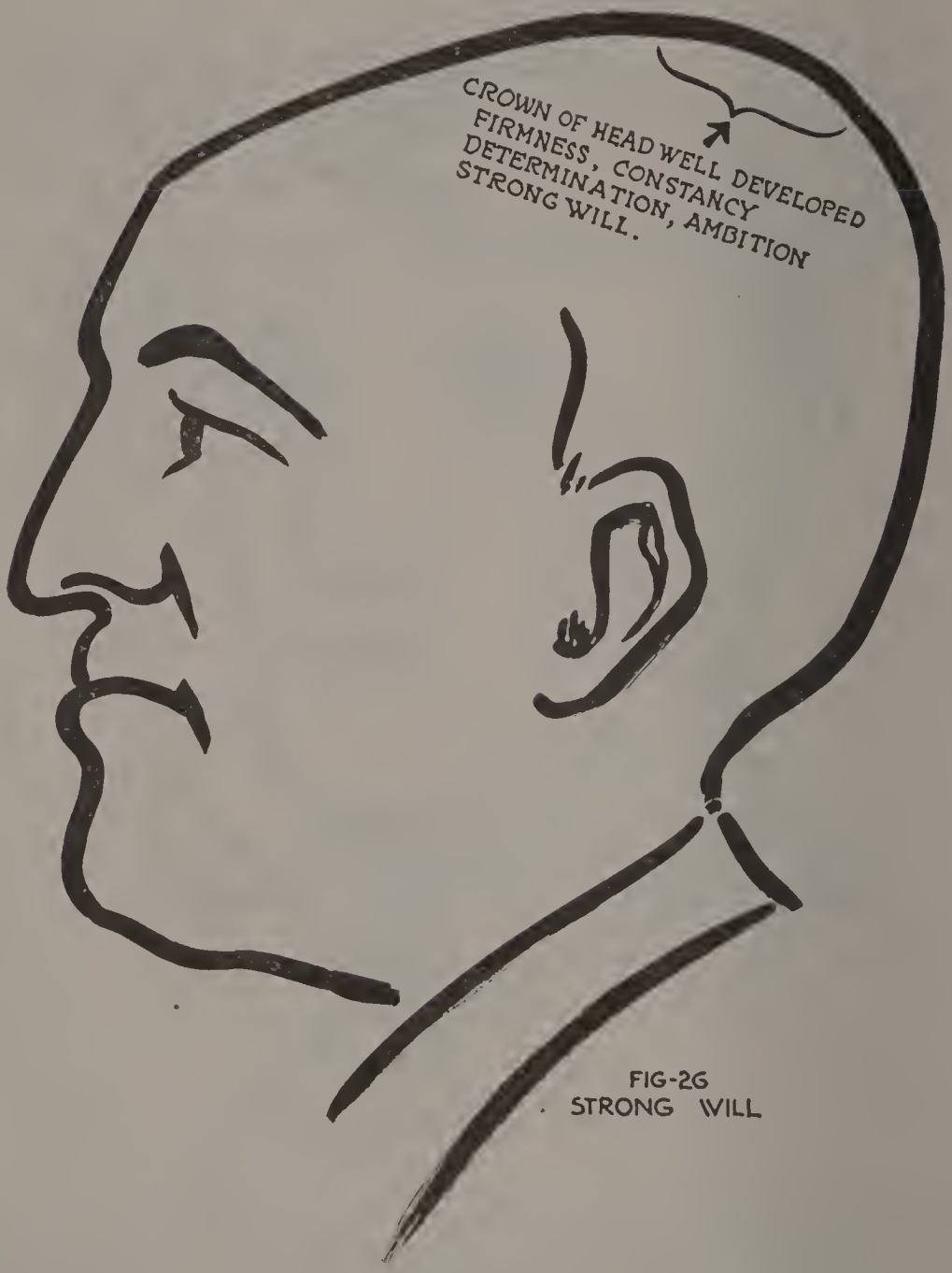



FIG-26
STRONG WILL

Note the well-developed crown and also the prominent chin. This man has the will power and determination to achieve in spite of obstacles. When the crown is abnormally large then it indicates a domineering nature.

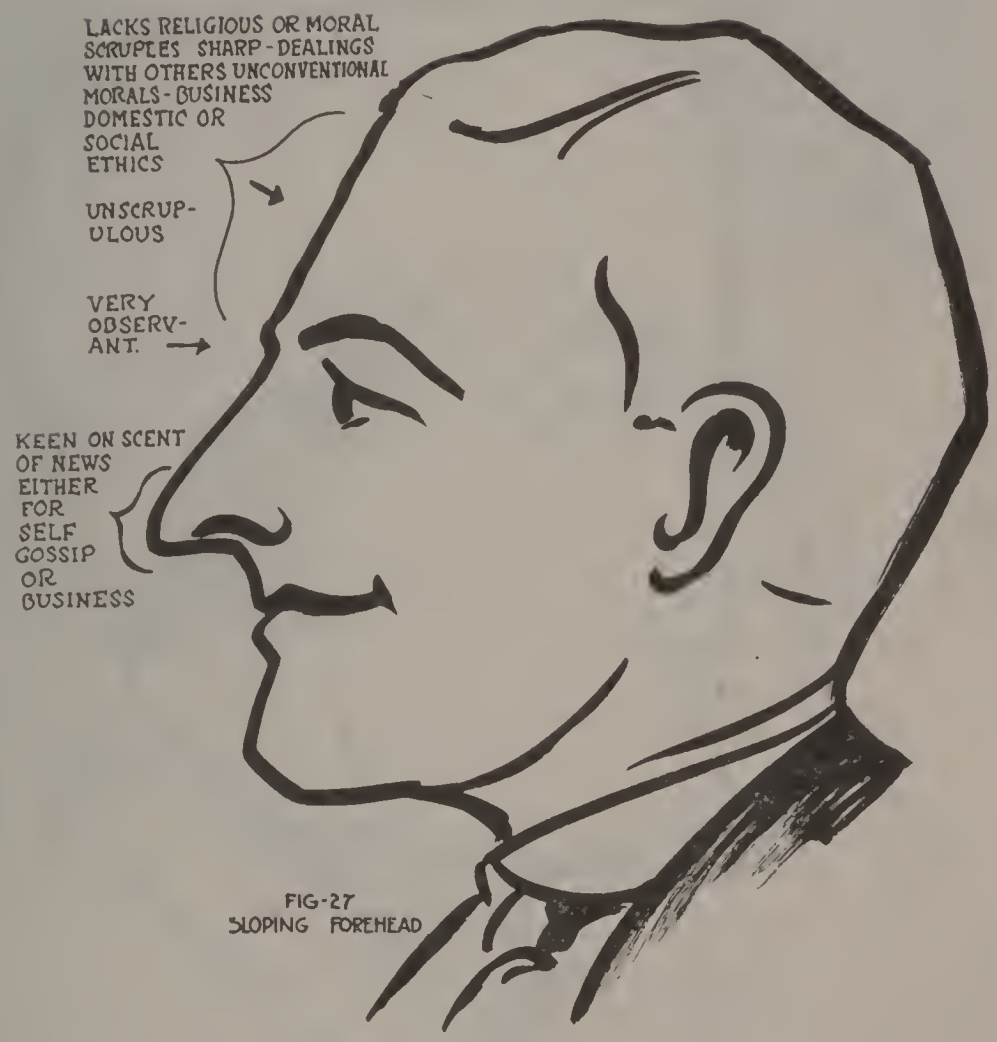

LACKS RELIGIOUS OR MORAL SCRUPLES SHARP-DEALINGS WITH OTHERS UNCONVENTIONAL MORALS-BUSINESS DOMESTIC OR SOCIAL ETHICS
UNSCRUPULOUS
VERY OBSERVANT.
KEEN ON SCENT OF NEWS EITHER FOR SELF GOSSIP OR BUSINESS

FIG-27
SLOPING FOREHEAD

This pronounced slope of forehead is not to be confused with the typical convex. In this case the extreme slope cuts down to a minimum the front top-head religio-moral region thus inclining the individual to think, and act without considering the spiritual, moral or ethical side.

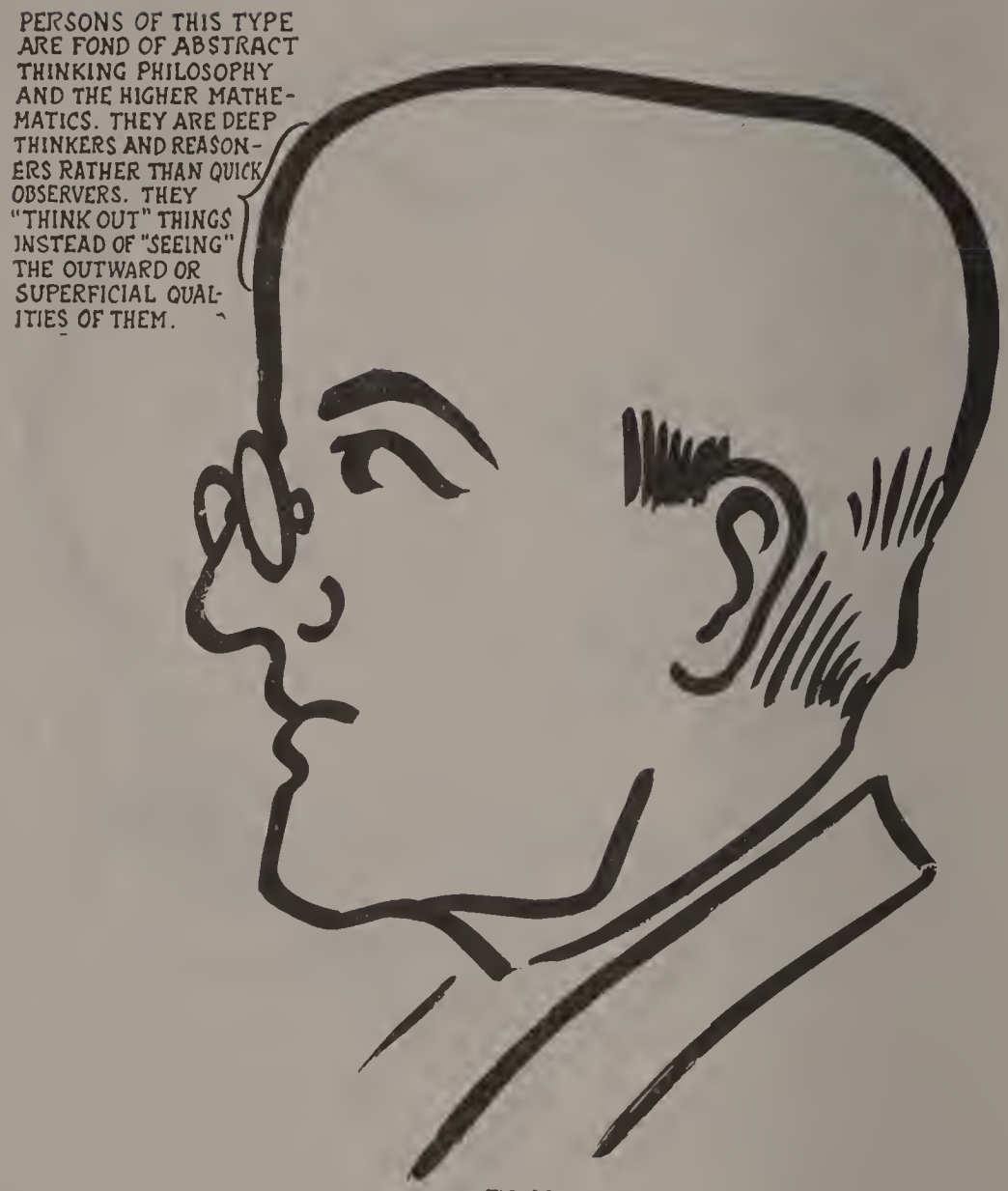

PERSONS OF THIS TYPE ARE FOND OF ABSTRACT THINKING PHILOSOPHY AND THE HIGHER MATHEMATICS. THEY ARE DEEP THINKERS AND REASONERS RATHER THAN QUICK OBSERVERS. THEY "THINK OUT" THINGS INSTEAD OF "SEEING" THE OUTWARD OR SUPERFICIAL QUALITIES OF THEM.

FIG-28
PROJECTING FOREHEAD

This individual lives in the realm of thoughts—of abstract reasoning, of inner contemplation rather than outer realization. He is often given to "day-dreaming."

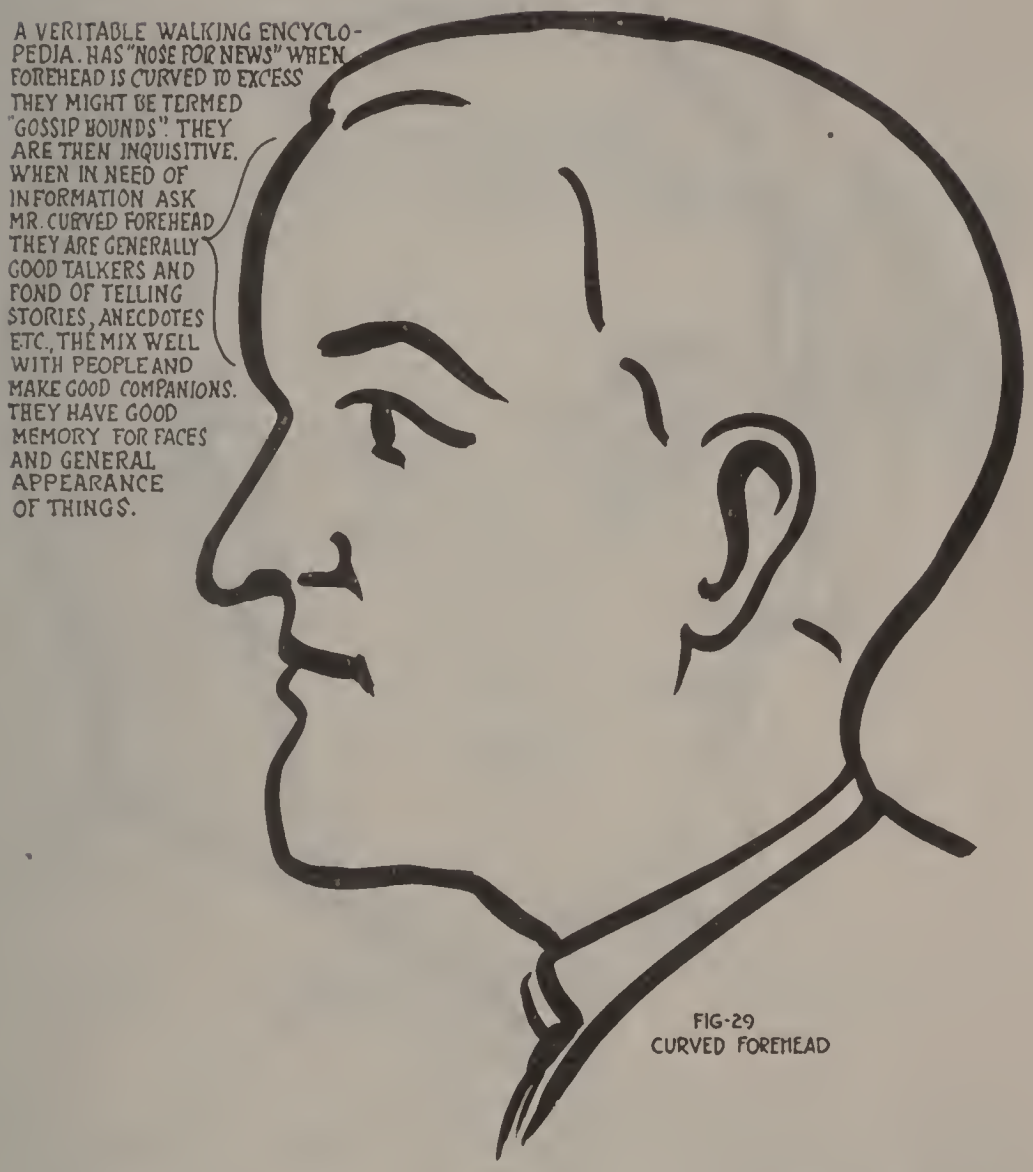
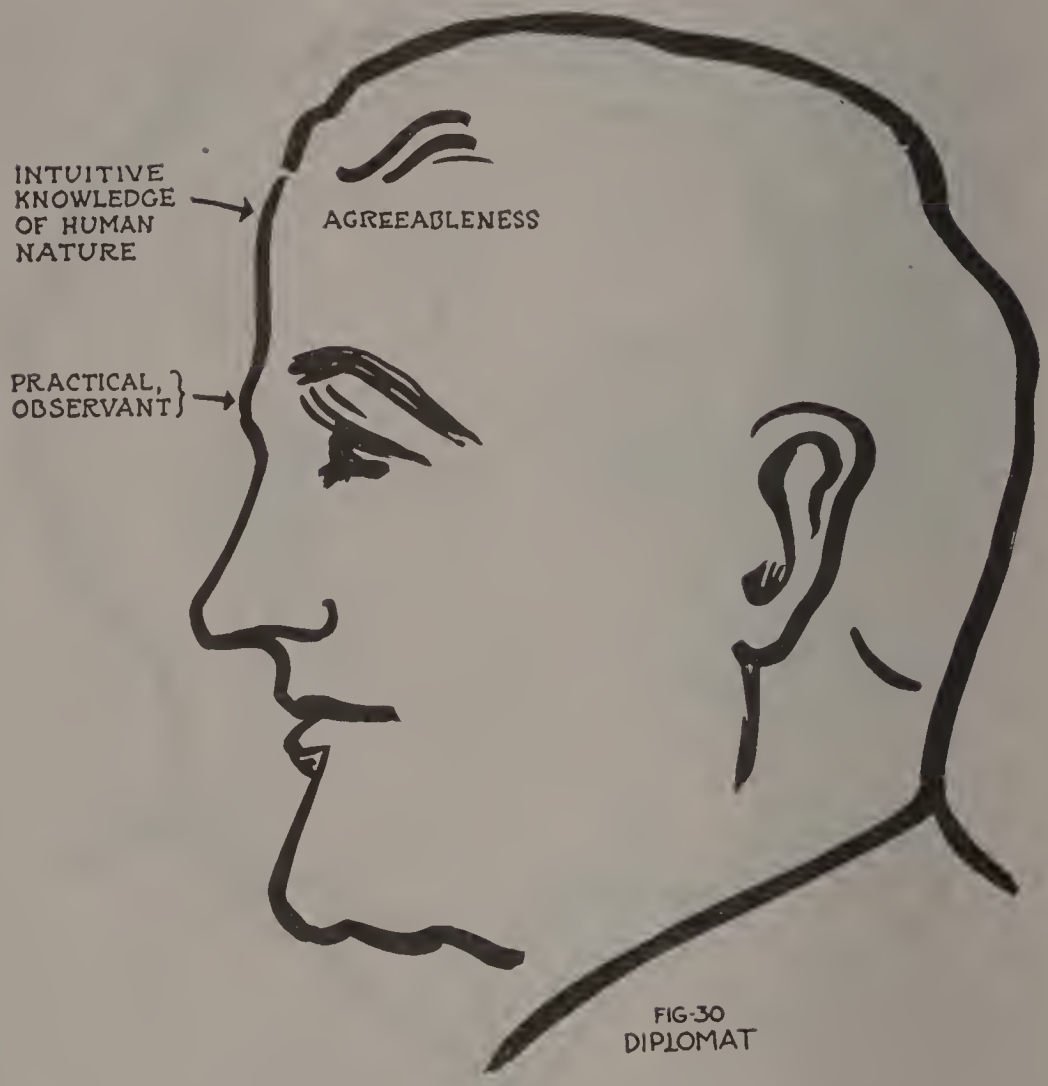



FIG-29
CURVED FOREHEAD

Characterized by a general rounded out appearance of the forehead, especially in the center. They have remarkable ability to recall events and incidents. When center of forehead is very prominent then this trait has a tendency to run toward gossip.




Note the rounded-out fulness of the upper portion of the forehead near the hair line at the center and to the side. This indicates an intuitive knowledge of human nature and agreeableness so essential to a diplomat. Prominent perceptives make him practical in his thinking. Back crown development makes him stick, in the face of apparent defeat.

SO FOND OF MENTAL WORK, DISLIKE PHYSICAL WORK· BOOKISH - MENTAL EXERCISES IN SPURTS. FORGETFUL
A CONVEX FOREHEAD - WILL MAKE DEEPER THINKER ALONG PRACTICAL LINES.
A CONCAVE FOREHEAD WILL MAKE DEEPER THINKER ALONG ABSTRACT THEORETICAL IMPRACTICAL LINES.

FIG. 31
TRIANGULAR MENTAL FACE.

When this type has a convex or out-curving forehead he will be a quick thinker along practical lines. When forehead is concave or in-curving then he will be a slow thinker along theoretical lines.

FIG-32
LOW BROAD FACE

Excessive width without proportionate height of forehead denotes powerful human dynamo transforming energy into physical, even selfish, cruel, destructive lines without the restraining, uplifting religio-moral influence.

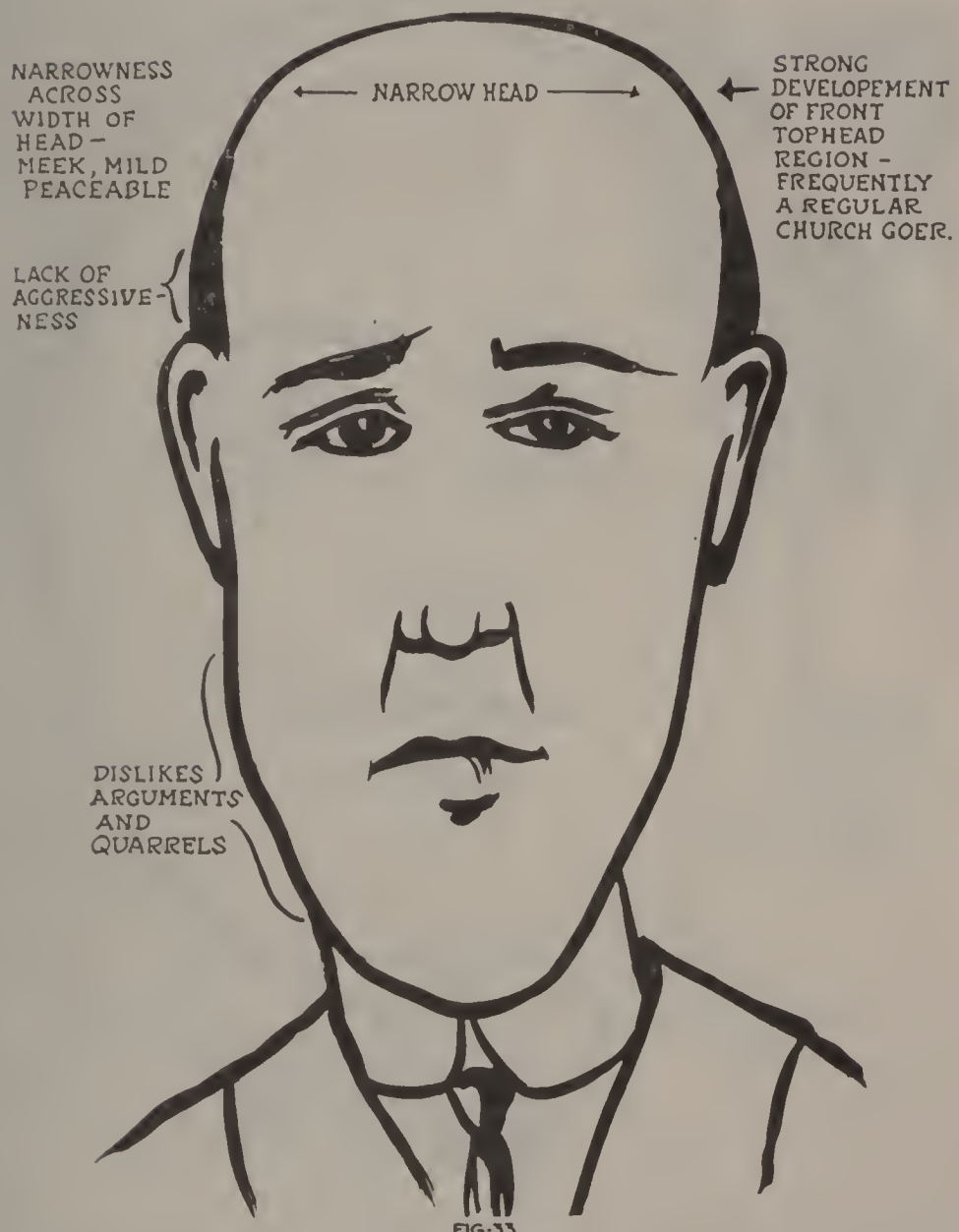

NARROWNESS ACROSS WIDTH OF HEAD – MEEK, MILD PEACEABLE
NARROW HEAD
STRONG DEVELOPEMENT OF FRONT TOPHEAD REGION – FREQUENTLY A REGULAR CHURCH GOER.
LACK OF AGGRESSIVE-NESS
DISLIKES ARGUMENTS AND QUARRELS

FIG-33
HIGH NARROW FACE

Strong front top-head region indicates strong religio-moral tendencies. Narrowness of forehead denotes a meek, mild disposition lacking aggressiveness. He will endeavor to win his way by tact instead of force, and is not anxious to assume responsibilities.

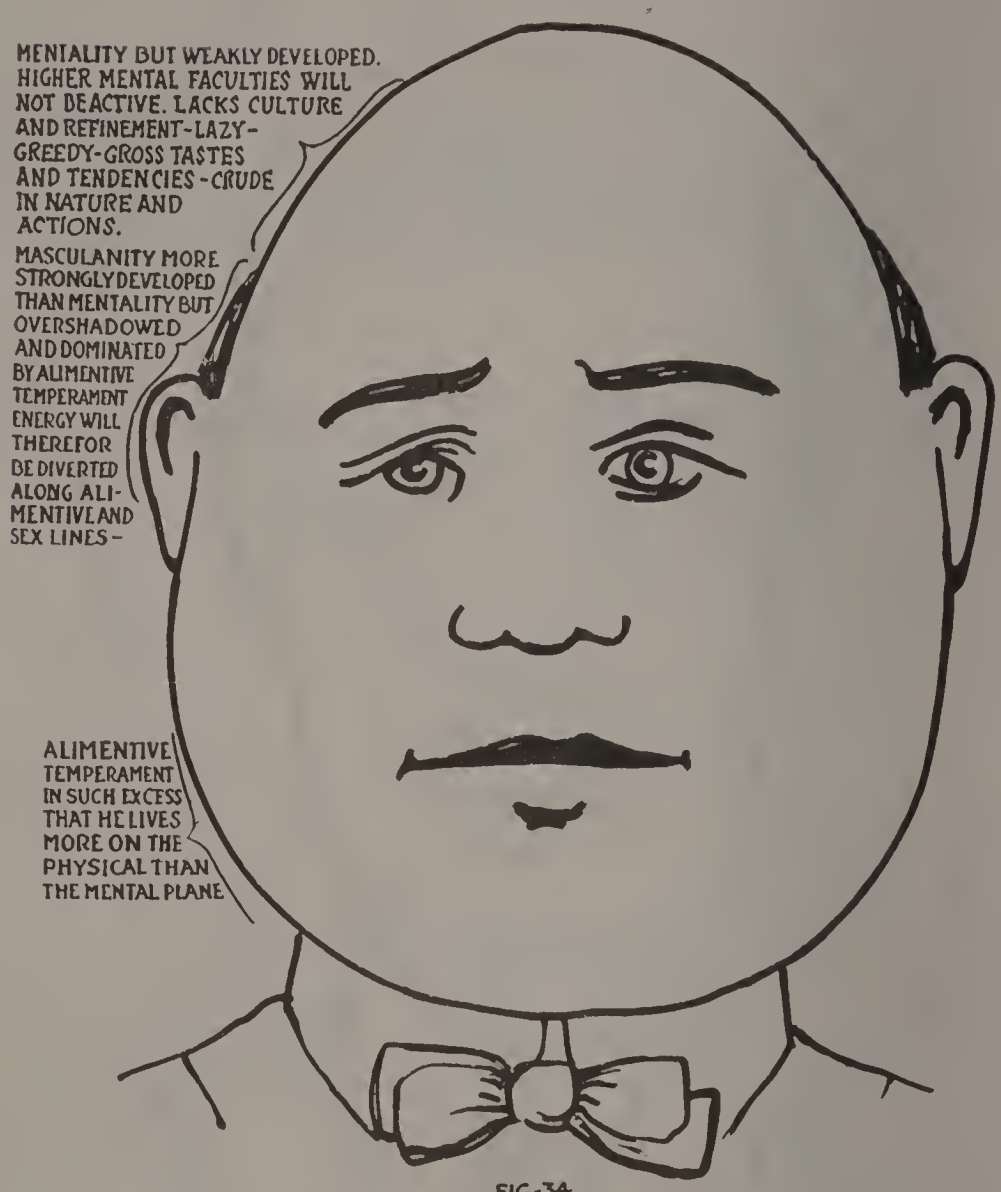

MENTALITY BUT WEAKLY DEVELOPED. HIGHER MENTAL FACULTIES WILL NOT DEACTIVE. LACKS CULTURE AND REFINEMENT-LAZY-GREEDY-GROSS TASTES AND TENDENCIES-CRUDE IN NATURE AND ACTIONS.
MASCULANITY MORE STRONGLY DEVELOPED THAN MENTALITY BUT OVERSHADOWED AND DOMINATED BY ALIMENTIVE TEMPERAMENT ENERGY WILL THEREFOR BE DIVERTED ALONG ALI-MENTIVE AND SEX LINES-
ALIMENTIVE TEMPERAMENT IN SUCH EXCESS THAT HE LIVES MORE ON THE PHYSICAL THAN THE MENTAL PLANE

FIG-34
CONIC FACE

Just the opposite—almost—of the triangular mental face (see Figure 31). In the conic face the greatest development is in the lower section and the least is in the upper or mental region. Mentality is but weakly developed. Muscularity and Alimentive tendencies are in the ascendancy with the latter—in its grosser aspect—dominating. This individual lives on the physical plane.

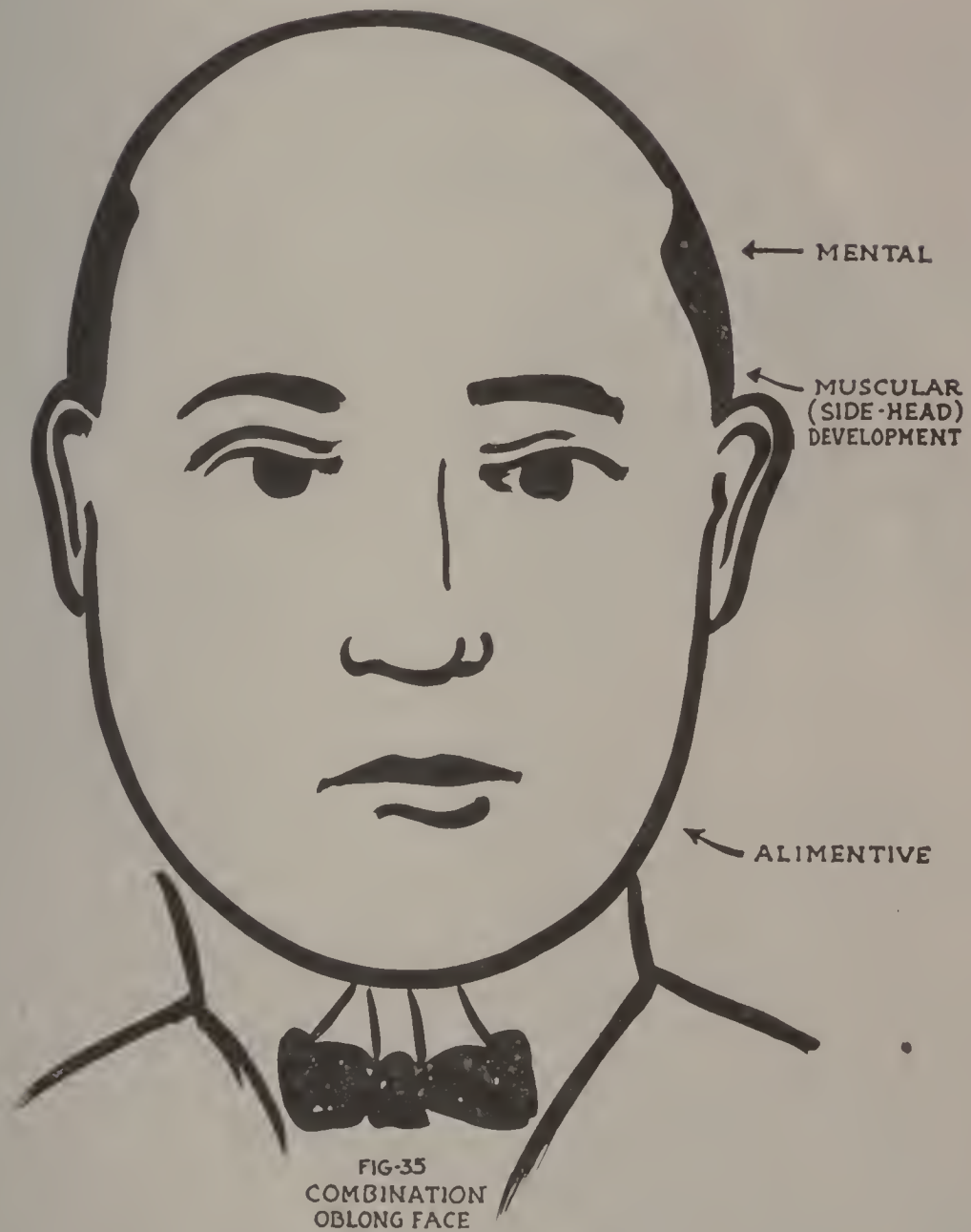



FIG-35
COMBINATION
OBLONG FACE

Here we see a combination of the Mental, in the well developed forehead, the Muscular, in the side-head development, and the Alimentive type, in the full, rounded out lower face. This type has the Mentality to plan, the Muscularity to accomplish, the Alimentiveness to handle others.

## NOTES

## CHAPTER XIX

## THE HAND-SHAKE

In Character Analysis we take advantage of every opportunity to get as accurate and comprehensive a reading as possible of an individual. We observe the color, type, profile and various features, and make our deductions. There is, however, still another avenue of analysis which will bring fruitful results, and that is the hand-shake. It is a custom we all use and one that we can turn to good advantage.

### Different Kinds of Hand-shake

You can doubtless recall how some hand-shakes gave you an instinctive reaction to be on your guard, while others made you warm up and feel very friendly.

The hand-shake offers an opportunity to touch the skin of an individual and find out his relative fineness or coarseness of texture. It also gives you the chance to tell if he is of hard, firm, elastic, soft or flabby consistency. And last, but not least, the temperature of the hand will reveal to you—under normal circumstances—his physical condition and turn light upon some of his traits.

The hand-shake, however, is just one step in the process and should be checked up with other features as some people do attempt to imitate certain kinds of greetings.

**The Texture**

In shaking hands, the thumb rests on the back of the other person's hand. By casually rubbing the thumb over the back of the hand you can tell if he is of fine or coarse texture. If he is of extremely fine texture, the blood vessels will show plainly on the back of the hand. (For a detailed description of texture you are referred to the chapter dealing on this particular subject.)

**The Consistency**

When you grasp an individual's hand and clasp it in a hand-shake you can almost instantly tell its consistency—whether it is hard, firm, elastic, soft or flabby. The hard hand feels more like a board or rock, while the firm hand maintains its form without rigidity. The elastic hand will give when pressure is applied, but will immediately rebound to its normal shape when released.

**The Soft Hand**

The soft hand is more impressionable and takes a longer time to resume its original form, while the flabby hand offers no resistance and is like putty.

That "a cold hand means a warm heart" is an old saying we all have heard. Like all sayings—some contain truth, while others are founded in ignorance and perpetuated for the same reason.

**The Cold Hand**

The cold hand, when not caused by the weather, may be the result of nervousness, poor circulation, malnutrition, or a siege of illness lowering the vitality.

If the heart were on the job, the hand, instead of indicating a "warm heart", denotes a cold nature, lacking, in greater or less degree, the fire of enthusiasm, the power, and energy necessary to put things over with a bang.

This condition may be just temporary as, for example, when the warmth of the hand is suddenly chilled by nervousness, worry or fear. In this case you can easily tell the cause by checking up the features of the face, the calm, quivering or distracted voice, and the gestures—if temporary or habitual. The characteristics of the cold hand are accentuated when the palm is moist or clammy.

The man who is cool, calm, collected—the individual you say is well-poised—usually has a cool—not cold—hand.

While the above shows just a moderate activity of the circulatory system, the man with a normal circulation reflects this condition in the normal temperature of his hand, as well as the natural, frank, hearty, genial, yet not effusive personality he has.

### The Hot Hand

While the last type is the middle-of-the-road man, we go one step further and find the man of emotion, passion and ardor. This man has a hot hand, and if also moist, these qualities are intensified.

The temperature of the hand tells a story in itself. To be perfectly fair, however. you should see if the condition is temporary or permanent by checking up the various correlating features. If, for example, it

is the hot hand you are examining, you find the lips are full, loose and formless, showing no compression and there is also a very full development of the back of the head in the region of the nape of the neck, and in addition a sensual nose, then you can say the condition is not temporary. On the other hand, if these traits and features are not manifested, then the hot hand is either the result of a fever, a momentary embarrassment of excitement, or is an indication of a passing passion.

**The Insincere Hand-shake**

You have often had to endure the hand-shake of an individual at some formal gathering who had that distant, "holier-than-thou" attitude. Remember how he took your hand in a high-brow fashion as though he were bored by the process and then quickly withdrew it, as though fearful of contamination. That is the handshake of the person, dubbed in social circles, the "climber". It indicates a blasé, selfish individual who has put the brakes on any expression of emotion which would open an avenue of approach for those not considered social equals. It is labelled a hand-shake; it goes through all the motions of a hand-shake, but the other person realizes and feels a barrier as definite and concrete as the Chinese wall itself.

It can also be the hand-shake of the individual who has the idea that the best way to make one's self appear big is to make the other person look small. This same hand-shake is a favorite pastime among those who live in the outer rim of artificiality.

### The Sincere Hand-shake

The man who is really glad to see you, who is sincere and whole-hearted in his welcome, will give you a warm-hearted, friendly, firm hand-shake with a noticeable even pressure of the thumb on the back of the hand. It is a natural hand-shake and, according to the circumstances, may or may not be a bit prolonged. If it is prolonged, it fits right in with the greeting and is not noticeable.

### Watch Out For This One

On the other hand, there is the person who, in shaking your hand, will prolong it with a clinging grasp of which you are conscious. The longer this individual holds on to your hand, the more you want to watch out. He either has some stock he wants to sell you, or some favor he wants granted—in any event he has "something up his sleeve", so keep your eyes and ears open. His effusive, over-demonstrative greeting is sham, unless he happens to be a close friend, or one of the family. Of course the lovers' lingering locking of hands is not to be classed with the former. They generally have no idea of time.

### The Secretive Hand-shake

The secretive individual generally offers only the tips of the fingers in shaking hands, instead of a full, frank hand-shake. This, however, is sometimes simulated by some who try to put on a social veneer by adopting certain eccentricities.

### The Lazy Hand-shake

Then there is the fellow who is lazy, indifferent and without ambition. When he shakes hands with you there is given the subtle impression of a certain dull, flabby, lifelessness. His hand-shake lacks character, individuality—it is colorless. This is not to be confused with the conventional hand-shake which is characterized by a certain stiff reserve.

### The "Bone Crusher"

You have, to your sorrow, experienced the "bone-crusher" hand-shake of the human dynamo bubbling over with energy. This person is quite often of coarse texture and lacks feeling for others as evidenced in the vise-like grip he gives you.

Of course, in considering this feature of Character Analysis you will not forget to check up all other indications which may bear upon the traits in question. The last type may, upon examination, not be of coarse texture or of hard consistency. It might be the grip of the individual who wants to show how strong he is. Then, again, we put more ginger into a hand-shake when we are full of pep than when we are all fagged out or pessimistic.

Everything else taken into consideration, the lower the thumb rests upon the back of the hand during the hand-shake, the more liberal and generous the person will be, while just the opposite traits prevail if the thumb rests comparatively high on the back of the hand.

During the hand-shake you also have a chance to casually give your friend the "once over". While at this close range, you can tell the color of his eyes, hair and skin more accurately. You can also check up on his profile and other features. Make the most of this opportunity.

## NOTES

## CHAPTER XX

## TEXTURE

### Texture Divides Man Into Classes

If you have ever been to college you will remember the host of fraternities and sororities there with their 57—and then some—varieties of Greek letter combinations. If you were a member of one, or if you visited any of them, you will remember that, although all the members of each particular fraternity or sorority had his or her own individuality, and that no two were alike in appearance, still you felt that there was something common to them all, something which was characteristic of all the members of that chapter. To those not familiar with Character Analysis it would possibly remain an indefinite something which they might sense, but still not recognize.

To the student of Character Analysis, however, this is a definite something which all should know and understand. It constitutes the foundation stone of harmony—one of the essential ingredients of success. It is the fineness or coarseness of one's features—of the skin, the hair, the feet, and the body in general. It is the texture of an individual.

### Likes and Dislikes

Although the members of a particular fraternity or sorority may all look different, there is, however, that one trait which is common to all, and that is texture. They all have about the same relative degree of fine-

ness or coarseness of features. If they have not—and you will find some cases where there are wide divergencies in this particular trait—you will see a house divided against itself, a group with clashing interests and more or less lack of harmony, a collection of individuals—not a host of friends banded together by bonds of mutual likes and dislikes.

What is true of the college world is also true, in still larger measure, of the outer world of business, science, politics and society. Go to your refined, exclusive club, hotel, restaurant, or social gathering and see how the atmosphere of the place is reflected in the texture of the individuals present. To be sure you will find all kinds of types and profiles present, but when you observe their skin, their hair, hands, feet and features you will see a natural fineness in outline and quality.

The texture of an individual has been shown to be a reliable index of the relative degree of inherent sensitiveness, refinement, quality and love of beauty. This is due to the fact that the skin was the original sense organ from which the others evolved. The skin, being the parent sense organ, and the others being more or less highly specialized skin cells, you can readily see how the texture of the skin and hair reflects the general quality, refinement and sensitiveness of an individual.

### Fine and Coarse Texture

According to texture, human nature is divided into two general groups—those who are "fine grained"

and those who are coarse. Each group has a wide latitude.

## FINE TEXTURE

The man of extremely fine texture has very fine silken hair. Indeed, so fine is it that the eyebrows are very delicate. If the individual happens to be a blond, the fine textured eyebrow may so blend in with the general color of the skin as to be hardly perceptible.

When you shake this man's hand you will notice that the skin on the back of his hand is thin as evidenced by the blood vessels seen beneath, and also fine and delicate.

He may be a convex, plane, concave, convex-upper, concave-lower or vice versa in profile. No matter what his profile may be, the features of his face will be delicately, finely etched. No heavy, massive, coarse lines in this man's face.

His hands and feet are also delicately and finely fashioned and are either smaller and more slender than usual or may even take on the appearance of the chubby, dimpled Alimentive hand and foot. In either case, both the wrist and ankle are narrow and smaller than usual.

### How To Sell the Man of Fine Texture

What kind of clothes will this man wear? That like attracts like is certainly true of this man. Being of fine texture himself, he naturally likes clothes of a fine quality and texture. The tailor who tries to sell him a suit with a coarse weave is wasting his breath. The suit must not only be of fine texture but must also be of a harmonious color and a suitable cut—not too extreme, nor too common.

The salesman who endeavors to sell this man underwear which scratches, might just as well fold up his order book and put away his pencil, as he will not make a sale if he pursues those tactics. This man's skin is too sensitive for such rough, coarse material. He must be shown a fabric smooth and soft to the touch.

Whatever the salesman is endeavoring to sell this man he should bear in mind that the extremely fine individual is more interested in quality than quantity. He likes the finer fabrics, the better made and higher quality articles. On account of his sensitiveness, he is more particular about what he buys. He picks and chooses more than the average. If he cannot get just what he wants, or is unable to afford it, his lot is certainly no bed of roses. The latter is frequently the case, as he always wants the best that money can buy, and his pocket-book does not always have the desired elasticity to meet the expensive demands made upon it.

### What He Likes

The extremely fine individual, being sensitive to surroundings, likes a home of harmony. It must spell comfort, refinement, beauty and elegance. You will also notice that the friends he gathers about him are also "fine grained" and sensitive. While he is not the one who spends his summer weekends hiking over the hills in an old suit and camping out away from the beaten paths, with the sky as a covering and terra

firma as a spring mattress, he nevertheless, could do it occasionally when he had to.

### In Business

In business, this extremely fine individual should have the same conditions prevail that he has in the home. He should deal with goods of fine texture and quality. His long suit is quality—not quantity.

### Modified by their Types

In taking the fine and the coarse person into consideration, you must realize that the traits ascribed to each will naturally be modified according to the type, or combination of types, he represents. Some types will accentuate these qualities, others will modify them, and in some instances they may be completely nullified. There are varying degrees of fineness and coarseness. Texture is but one of the features—we must not overlook anything.

## COARSE TEXTURE

The extremely coarse individual is built upon heavier, more massive lines than the extremely fine person. His skin is thick and has large pores instead of being thin and somewhat transparent. His hair is just the opposite of that found on the extremely fine textured man. It is coarse and is either straight and wiry or curly and crisp. It has enough body to it to make the eyebrows readily noticeable.

His hands and feet are larger, bulkier and rougher than those of the extremely fine person. His wrists and ankles are also larger. In fact all his features, in-

stead of being finely etched, are larger, more massive and indefinite in outline.

**How To Sell the Man of Coarse Texture**

This is the man the tailor should show his coarse weave suits to. He is not interested in the fine textures. His idea of "the thing" in suits is a coarse weave. Very extreme and gaudy styles and exceedingly vivid colors appeal to him. Whether the suit fits perfectly or not is a matter of little or no consequence.

When it comes to selling the underwear that scratches, this is the person the salesman with rough, hard, coarse goods should by all means approach. He doesn't care how much it scratches—his skin is thick enough not to mind it. We can see now why some people are called "thin-skinned" and others "thick-skinned".

This man lives more in the open and "roughing it" is his middle name if he has the chance. He does not stand on ceremony. He is rough and ready in manner. Forceful in his own speech, it takes the same vigorous appeal to make an impression upon the extremely coarse individual.

**In Business**

While the extremely sensitive person is found in occupations and professions requiring more delicacy than brawn, and where the surroundings are more or less sheltered and refined, such as music, literature, art, millinery, dry goods, jewelry and the handling and making of delicate scientific instruments, material, tools, and machinery, the extremely coarse person, on

the other hand, likes to handle big, bulky, massive material and things that will ship in carload lots, instead of small parcel post packages. He can work in smoky, dusty, dirty, grimy surroundings and endure hardships with a smile.

**The Two Compared**

While the extremely sensitive man is quick in his reactions, the extremely coarse man is slower in his response, is not as easily upset by conditions and surroundings.

While the former, with his extravagant tastes, is apt to side with the classes—unless he cannot get the things in life he wants—the latter will be found in the ranks of the radicals, and revolutionists, championing the cause of the masses.

We can therefore see how like attracts like and how a mixture of these two extremes is as impossible as trying to mix oil and water. The extremely fine individual who cannot endure the comparatively harsh surroundings and hardships of the extremely coarse man, is no more a snob than the latter, who does not enjoy or appreciate the artistic, beautiful surroundings and atmosphere of the former. Each has his own particular sphere of activities, and each is expressing himself naturally, by instinctively gravitating in the direction of his particular traits and tendencies, keeping him away from that which he dislikes.

## NOTES

## CHAPTER XXI

## CONSISTENCY

Here we consider the relative firmness, softness, or elasticity of a person's character as reflected in the comparative hardness, softness, or elasticity of an individual's tissues.

While science has not definitely linked up a mathemathical, exact, precise correlation between the consistency of tissue in the hand, for example, and that in the brain and nervous system, logically, there is a connection. In the little one-celled amoeba we find when it wants to multiply itself, or reproduce, there appears in its circumference a little indentation or tightening across the center from side to side. This construction becomes more and more noticeable as time passes until finally, under the microscope, what was a single amoeba are now Siamese Twins, connected by a short filament which has so far withstood the severing shears of evolution. They are, however, Siamese Twins for but a short time, as evolution is never stationary and in its forward march the twins are finally separated and there are now two amoebae instead of one. Such is the law of life in the realm of the amoeba.

### The Original Sense Organ

The skin is said to be the original sense organ. In the process of evolution there appeared a constriction in the skin which grew deeper and deeper with time

until it formed a definite channel. This, in turn, became more and more circular until it finally formed a tube and became separated from the outer skin. This tube forming the canal in the spinal cord was the origin, the beginning, of the nervous system.

We can now see more readily the bridge linking up the outer tissues with the inner nervous and brain tissues. It is, therefore, logical to say that the consistency of, for example, the tissues of the hand, is reflected in the nervous system or vice versa.

**Five Types of Consistency**

There are five types of consistency—hard, firm, elastic, soft and flabby—and are best recognized and discovered by either shaking the person's hand or pressing an individual's skin.

**Hard Consistency**

The man of hard consistency has hands as "hard as rocks". While he has the endurance of the Rock of Gibraltar and the energy of a Niagara, his hardness of heart, his narrow-minded, miserly, and, at times, cruel disposition, make him the original "Mr. Skin Flint". He is best typified in the picture of the relentless, tenacious, warrior Von Hindenburg. This man of hard consistency is like anything hard—unadaptable. Rather than bend, he is so stiff and brittle he would break in the attempt.

**Firm Consistency**

The man with the firm consistency has a firm, steady hand-shake. His hand is firm—but not hard. It has

a certain "give" to it, but is not soft. His body is generally well-proportioned, well-knitted, and bespeaks physical strength and energy. His body, his walk, his gestures, the way he carries himself—all are signs of power. While he can be firm when he wants to be, he lacks that hardness, stiffness and hard-heartedness of the former type.

Note the combination with this type to see the channel in which this energy is diverted. If Mental, for example—then a thinker and a doer.

**Elastic Consistency**

Then there is the man whose hand is like a rubber ball—it gives in a bit when pressure is applied, but rebounds to its normal size and shape when the pressure is removed. This is the elastic or adaptable man. There is a certain elasticity, resiliency, springiness in this man's make-up which makes him able to easily fit in situations and conditions. He is the "born diplomat" and harmonizer. He has plenty of energy, life and vigor. He is the one who will "come back", recuperate quickly after strenuous exercise, or a long illness.

**Soft Consistency**

Soft consistency denotes the man raised under more or less artificial or sheltered conditions like the hothouse plant. He is easily influenced by outside conditions. He does not like manual labor—his hands are too soft and he lacks the necessary energy. Lacking positive, aggressive energy, he is often vacillating, undecided. He is not made for either hard work or to

endure hardships. He needs to build up more energy, determination and a sturdier physique.

There is also another type of the soft hand and that is the one which has been mellowed and softened with the passing of years. Life's hard battles have given way to days of comfort, rest, ease, and peace of mind and body.

**Flabby Consistency**

The flabby hand is the putty hand, it sinks in without offering the slighest resistance. This individual is an idle dreamer, but is too lazy to make his dreams come true. He likes to have the luxuries of life, but would rather live in squalor and poverty than to exert himself to get what he wants. Sometimes in his desire to get these things without effort he resorts to trickery.

## NOTES

## CHAPTER XXII

## FLEXIBILITY

The flexibility or adaptability of an individual may be ascertained by means of the hand-shake and the thumb.

In shaking an individual's hand, you will note the consistency. If it is hard, you will find an unbending nature. The man of firm consistency will fit into situations, but will stand his ground when occasion arises. The elastic individual is very adaptable, being able to adjust himself to any condition. When the pressure is removed, however, he will resume his original position. The person of soft consistency is adaptable to the extent of being more or less impressionable. It takes longer for the person of soft consistency to get back to normal than it does the elastic. The flabby individual offers no resistence to outside influence. He is like putty. His adaptability is all one way as it takes him a long time to get back to normal.

Flexibility is also shown in the thumb. The thumb which will not budge, shows an inflexible unadaptable nature. The thumb which bends up to a certain point and then remains set will give in up to a certain point. Beyond that, however, they will hold their ground. The thumb which bends comparatively easily is very flexible. This person is easy going, adaptable and generous.

While on the subject of adaptability, it should be noted here that blonds are more adaptable than brunets —everything else taken into consideration. Of all the five types, the pure Osseous is the least flexibile.

Flexibility is also shown in the fingers. A flexible nature is indicated by fingers which bend backward when pressure is applied at the tips. An inflexible, unbending nature is reflected in fingers stiff as a board and which absolutely refuse to bend backward.

Before passing final judgment, see if the individual is a Thoracic, a blond or has a waist-shaped thumb. Any one of these will modify the above findings to a certain degree.

## NOTES

## CHAPTER XXIII

## THE HAND

By some authorities the hand has been termed the "second face". There are some who read character—or profess to read it—entirely by means of the hand. Curiously enough, you will notice that they occasionally give you a more or less critical glance—not the vacant stare of idle contemplation, but the observant, analytical look of one checking up the findings of the hand with the features of the face and body.

There is a lot to justify this extreme confidence in the hand, but the same warning is given here as in the case of the eye, the nose, or any other single feature to which some individuals limit their entire character analysis. It is not fair to the individual being analyzed to limit the examination to just one feature. Disease, accident, or some extraordinary conditions may produce certain effects which would give the analyst an erroneous impression in some cases unless checked up with other features of the face and body. To be scientific and accurate, the whole individual must be taken into consideration—not just a fragment.

Take, for example, in the case of the hand, the professional handball player. The real game of handball is played with a solid ball which is as hard as a baseball or golf ball. The ball is so hard that they have to have a concrete wall to withstand the force and drive of this compact missile. Imagine hitting this ball with

FIG-36
ELEMENTARY HAND
FIG-37
SQUARE HAND
FIG-38
SPATULATE HAND

your bare hands! What is going to be the result of continued playing of this game? Well, no matter if you have protective pads of flesh over your knuckles or not, those bony joints are going to become red, inflamed, swollen. If the game is indulged in while the bones of the hands and fingers are still plastic, the result will be that the joints of the hand will be more prominent than they otherwise would be and the fingers may become a trifle irregular in outline as a consequence of hitting a ball as hard as a rock with bare hands.

The individual analyzing this particular person from the hand alone would probably flatter him in one instance and do him a grave injustice in the other, if the rest of the body were not taken into consideration.

This is an exceptional case and is not intended to decry or minimize the value and importance of the hand, but is given to show the absolute necessity of analyzing all features—not just one.

So many authorities have studied the hand as something distinct and apart from the rest of the body without linking it up with any particular body types, that we shall give you a summary of their findings and also give a description of the hands generally found on the various body types.

### Elementary Hand

The elementary hand (Fig. 36) is the primitive hand. Its owner is not far removed from the animal kingdom. This hand is seen in savage and barbaric tribes and among peoples who have not evolved very far in the scale of human progress.

The hand gives you the impression of immaturity, or arrested growth as though the Divine Sculptor had been called away before he had finished his job. The thumb is short, clubby, lowset, the fingers are short, stiff and lack distinctive tips, and the palm is broad, thick and very hard, not from toil, but from natural coarseness.

This is the hand of the unskilled manual laborer who is contented if he just makes enough to feed, clothe and shelter himself. Psychology, Character Analysis or anything that would make him use his brain to better himself have absolutely no appeal, so far as he is concerned. He has a one-cylinder "think tank," which is generally more or less rusty because of lack of use.

He lives entirely on the physical or emotional plane and quite often manifests a violent temper as he has no control over his emotions. He lacks enthusiasm and is of a sluggish nature. Lacking ambition he fills the ranks of calamity howlers who deplore hard times.

### The Square Hand

As its name indicates, this hand (Fig. 37) gives you the impression of squareness in its outline. The palm appears square, the finger tips more or less square—the whole hand seems to be built on the lines of the square.

This has been termed the useful or practical hand. The owner is interested in facts—not theories. He gets things done while the other fellow is thinking about it. His fingers are generally short, giving him a dislike for details, but a great capacity for planning and looking

at things in their entirety. He is a generalizer—not a specializer.

He maps out his own course of action—and it's a strenuous one—and he expects his employees to keep pace with him. If his path is blocked he won't sit down and wait for developments but he will plough around and reach his goal just as if there had been no blockade. His strong determination may, on occasion, turn into stubborn obstinacy if the thumb is extra well developed and the first joint stiff.

### The Spatulate Hand

This may be said to be more or less of a square hand geared up high. It lacks the regularity of outline, however, of the former. What characterizes this hand more than anything else are the paddle-shaped, spatulate finger tips. Here we see a certain flattening-out of the fingers at their tips (Fig. 39) resembling the spatula used by chemists.

This is the active hand. The owner likes activity, change, travel. He seems to be untiring in his energy. He is creative, original, independent in his thinking. He makes his way through his unceasing activity, his originality, and his confidence. The widow or orphan with a spatulate hand has the energy and determination—everything else considered—to go out into the world and win a good living.

### The Knotty Hand

This hand is characterized by the knotty appearance (Fig. 39) of the finger joints. The hand is more or less

FIG-41
PSYCHIC HAND

FIG-40
CONIC HAND

FIG-39
PHILOSOPHIC HAND

thin, angular and bony. The ancient Greeks noticed that the hands of philosophers and those philosophically inclined were of this type.

People with knotty hands are greatly given to reasoning things out or to philosophizing. Physical activity they are generally short on but they more than make up for this in mental activity. Reason, not emotion, influences their judgment. They are very studious. When the fingers are long they will study and analyze a subject down to the last detail.

This hand is found in combination with other types. For example, you will often see knotted fingers on a square hand. This would make his reasoning and theorizing more practical. Besides this, the energy of the square hand would put them into practice instead of just letting dust accumulate upon them.

The knotted fingers also appear in combination with the Mental type of hand. The profile in these cases is often concave.

**The Conic Hand**

With a comparatively broad base to the hand there is a gradual tapering, especially noticeable in the tips of the fingers which are more or less conical or pointed. Pretty to look at, this hand (Fig. 40) denotes an individual who has an appreciation for things artistic.

This has been called the artistic hand and has led to some confusion upon the part of those who have not made a deep study of the hands. It was thought that the conic and the psychic hands were those of the artist. The conic hand may create art but in most cases it evidences whatever tendency it may have along this

line in the form of passive or active appreciation rather than by patient, persistent, energetic creation. Emotional, susceptible to outside impressions, the individual with the typical conic hand gets more "kick" out of seeing a wonderful picture, hearing an opera or viewing a beautiful bit of sculpture than he would if he were to harness his own talents to his own creative dynamo. This is because his hand is usually soft and fleshy. If, however, his hand is firm and his thumb fairly well developed, he may turn this artistic temperament from a passive appreciation into active creation.

**The Psychic Hand**

This (Fig. 41) is the "hand beautiful"—but not the hand useful. Dainty, delicate, frail, it is conceded to be the most beautiful hand of all. It is of the hot-house variety—it cannot weather the storms of the every-day out-of-door world.

Unless born with a silver spoon in his mouth, the individual with this hand will find the road of life a mighty rough and bumpy one. He lives in the clouds of ideality and lacks the practical perspective to adjust himself successfully to the practical affairs of the day. His hands were not made for hard physical toil and therefore he has to depend mostly upon his brain for a living. He may, however, create something with his brain, but, lacking practical experience in selling it, he would virtually starve in the garret.

His constitution, in most cases, is as frail as his hands, thus making his struggle to eke out an existence all the more of a problem.

### The Alimentive Hand

Like a baby's hand it (Fig. 2B) is short, thick, fat, pudgy, with dimples where the knuckles ought to show.

This hand indicates a love of ease, comfort, pleasure and plenty of good things to eat. He is generally easy-going, agreeable, sociable and jolly, but can—if he has a well-developed thumb, somewhat stiff at the nail joint—become very firm, exacting and positive if need be. This man would rather boss the others than do the job himself.

### The Thoracic Hand

This hand (Fig. 4B) is more slender and firm than the conic hand which it resembles slightly. It has tapering fingers, oval, pink nails and a thinner skin than other types, thus making the hand appear pink tinted.

This hand differs from the conic, in that it has more energy, more activity, more firmness and aggressiveness. The owner of this hand likes activity, thrills, excitement, variety. This hand is found on the extreme Thoracic but not always on those not so definitely and strongly of this type.

Hands are in many cases combinations of types. If you are confused in your reading of the body types, check up on the hands and you will be able to tell the different types in that particular combination, or if you are at all confused about the hand go back to your body types and carefully observe all the indications. Combining both readings you will be able to tell the relative importance of the various types making up that specific personality.

### The Muscular Hand

There are two types of Muscular hands. They have already been described under the captions of the **square hand** (Fig. 37) and the **spatulate hand** (Fig. 38). Both of these hands accomplish things. They are the busy, useful hands of the human race—always doing something.

These are the hands that turn artistic appreciation into real, worth-while artistic creation. They have the power and the energy to chisel their dreams into marble, spread them out upon a canvas or hammer them in bold relief into metal.

If you want things done—give the job to a Muscular, and forget it. He will be through before you know it—he puts so much energy into everything he does. His middle name is "Practicality". (See also Fig. 6B.)

### The Osseous Hand

This hand (Fig. 8B) is oblong in outline, has square bones, knotty joints, longer fingers than the Muscular, a long bony thumb, and thick flat nails. The impression you get of this hand from every angle is that it is bony—very bony.

At first glance the knotty or philosophical hand is sometimes mistaken for the Osseous. There is a difference, however. The impression you get of the philosophical hand is that the joints are knotty. The rest of the hand does not, however, register in your mind the same clear cut, definite, angular, bony picture that the Osseous hand presents. The philosophical fingers

are found very often in combination with the square hand of the Muscular and the small hand of the Mental as well as the other types. The Osseous hand is not found as often in combination with other types as the philosophic.

The Osseous-handed man is slow in not only changing his mind but also in changing anything about the home. He is systematic, methodical, dependable. Give him definite instructions to do a thing and they are done that way to the dot. Disliking change, he is not very adaptable.

He is as constant, as faithful and as unchanging and enduring in the human family, as the Rock of Gibraltar, comparatively speaking.

He is especially adapted to work requiring little or no change.

**The Mental Hand**

Everything about this hand (Fig. 10B) is small—small bones, comparatively small joints, small nails, little color in the hand. If a pure Mental, the hand will appear delicate, the skin being very smooth. Knotted joints are often found on the Mental hand.

This is the hand of the thinker rather than the doer. He may think out things and express them on paper or by word of mouth, but when it comes to using his hands and body in strenuous physical exertion to express himself or accomplish his desires, he is not the type that can stand the strain. His strong point is mental, not physical activity. He is the original book-worm of the race.

To take full advantage of his brain and nervous system, he should have a good education, otherwise he will, in nine cases out of ten, be a chronic misfit. He should harness up his "think-tank" and make it pay him dividends. With knowledge, it is an asset. Without, it is a liability in most cases.

FIG-42
MIXED HAND

## Combinations

Inasmuch as the pure body types are in the minority, you will also find the same thing true in connection with the types of hands. Here you find combinations and combinations. On one hand you might find each finger, for example, of an entirely different type. In such a case (Fig. 42) look at the body of the hand, or palm and note its shape and structure. That will give

you the type which predominates in the hand in such a case. These individuals are versatile, and many-sided in their natures.

But, as in all other localized readings, be sure to check up with all the other features before rendering your final report.

### Long and Short Fingers

Long fingers indicate a capacity for detail, while short fingers "see things en masse." The latter in business, for example, will create the general policies of the concern and leave the details to the partner with long fingers. People with short fingers are impulsive, inspirational and intuitive, whereas those with long fingers are methodical and painstaking to the point often of becoming easily ruffled over small details and worrying about them.

### Sensitivity

Inside the tips of the fingers of some persons you will notice little pads or raised portions. The more prominent these are the more highly developed is their sense of touch.

### The Dollar Giver

The liberal, generous man who cheerfully drops in a dollar or a five-spot in the collection basket as it passes by, has a hand in which the thumb falls far away from the palm and the fingers stand out separately and distinctly.

Fingers far apart also denote independence of thought and action—one who thinks and acts for himself.

**The Nickel Pincher**

The man who digs away down to the bottom of his pocket-book to find a nickel to drop in the collection basket and who delays saying farewell to it as long as possible, has a hand in which the thumb clings closely to the palm and the fingers are very neighborly.

Certain occupations may, however, have the effect of drawing the fingers and thumb closer together. Before you pass final judgment upon this person, look at his front top-head. If this region is dome-shaped and well developed, he will be benevolently inclined and the hands in this particular respect are not normal. If, however, this region is not well-developed, then the hands are normal and you have the man who likes to hold on to what he has.

## NOTES

## CHAPTER XXIV

## THE THUMB

The thumb is one of the milestones in man's progress and evolution. The development and use of his thumb is one of the outstanding features he has acquired in the march of Civilization. It is the one characteristic which sets him off from his little furry, nut-eating, tree climbing, ancestor.

### Evolution of Thumb

The new-born babe, whose powers to reason and decide are undeveloped, is found to hold its thumb in the palm of its hand, in the tight clasp of its fingers, having as little use for it as Mr. Prehistoric did. Idiots and imbeciles have short, rudimentary thumbs which are often folded inside the palms. The thumb is also known to "wilt" or collapse during an illness or condition affecting the will power, as for example, in the case of epilepsy, fainting, etc.

With the growth and development of the ability to reason and decide, the baby's inconspicuous, characterless thumb gradually assumes its rightful independence and natural form.

Some authorities say the thumb holds the same relative importance to the hand that the nose does to the face.

### The Three Phalanges

The thumb is composed of three phalanges or divisions, each governing a separate and distinct trait or world of ideas.

The tip of the thumb, where the nail is, constitutes the first phalange and represents the will.

The second, or middle phalange, represents the reasoning or reflective qualities.

The base of the thumb is the third phalange and represents the love or emotional nature. An over or under development of one of these phalanges denotes a corresponding excess of that particular trait or a deficiency.

### Firm-Jointed Thumb

Thumbs are either firm-jointed or supple-jointed. The firm-jointed thumb is characterized by a stiffness at the joints, an immovability, a lack of spring or give. It is as unbending as a poker.

This individual cannot be rushed. If he thinks some one is influencing him against his wishes, he will be just stubborn enough to call off negotiations. He lacks adaptability. If he is traveling on the train, the individual who tries to scrape up an acquaintance with him, will have to go more than half way.

If he has an opinion, he will stand by it through thick and thin, especially if his opinion is being attacked. This will be especially true if the first phalange is extra well developed. If, however, the second phalange is well developed, he will reason the thing out and while he probably will not give in immediately

if wrong, he will be more apt to change his mind than in the former instance.

This person is generally a good judge of values. He is not impulsive, thinks for himself, and is generally not swayed by sentiment unless he has a well rounded base of the thumb. Whenever a proposition is presented to him, he will not accept it at first until he has had time to look it over.

There is another type of firm-jointed thumb which will, when pressed, give to a certain extent, then it will not budge. It is then stiff-jointed like the other. This little "give" in it, denotes a certain elasticity or adaptability that the former lacked. You might press your point with this man and he might give in to you up to a certain degree. If, however, you tried to push your case further, you would find him as unyielding as a stone wall.

In a crowd or gathering his adaptability would make it easier for him to mingle with the people than those of the first type. Nevertheless, if anybody tried to become too familiar with him, they would be treading on dangerous ground. While he appears democratic, there is a certain wall of isolation he has around himself, which no one can penetrate without his permission.

**The Supple-Jointed Thumb**

The supple-jointed individual, on the other hand, has a thumb which bends easily at the nail joint. These persons generally have a full development of the base of the thumb. They are of a kind, sympathetic disposition, and a hard luck story will move them every time.

They are adaptable, make friends easily, and are not naturally obstinate. They are generous—providing the thumb is reasonably far from the palm or body of the hand. A thumb cramped close to the palm on either a supple-jointed or firm-jointed hand is the sign of a stingy, miserly individual, who desires to clutch, grasp and hold all he has.

The supple-jointed people are social beings and because of their adaptability are good in dealing with the public, as they have the ability to fit into all situations and do not rub people the wrong way. In an argument, if wrong, they readily change.

They are impulsive, acting to a great extent upon their feelings, especially if the third phalange is well developed. When the second or middle phalange is well developed, he will reason things out more than the average.

**The Spendthrift Thumb**

When the second, or lower joint of the thumb is supple we see the above traits with the brakes off. Generosity now becomes extravagance. Here we have the spendthrift, the "good fellow" who spends money like water. He buys what he wants or thinks he wants. Price is of no consequence to him. The higher the price, the less time he gives to making his decision.

**The Clubbed Thumb**

The clubbed thumb (Figure 45) is one that should be made known to all who intend to marry, in order that it should be avoided. It is the sign of uncontrollable temper and has been termed the murderer's

FIG-45
CLUBBED THUMB-VIOLENCE

FIG-44
STRONG WILL THUMB

FIG-43
WEAK WILL THUMB

thumb. People having this thick, ill-fashioned, club-shaped thumb may appear to be calm, peaceable individuals but when occasion arises they will fly into an ungovernable rage and in the heat of the moment, blinded by the anger of the instant, may unconsciously resort to violence with the frenzy of a wild man.

This thumb is generally found on the elementary hand, the person being ruled by passion, and not by reason. It should, however, be stated that this individual would not plan ahead to commit a certain act, as the one with the elementary hand does not have the mentality necessary to do this.

**The Thumb of Reason and Will Power**

The longer the thumb is, the more it is ruled by reason and will power (Figure 44); while the shorter it is, the more the emotions play a leading role instead of the intellect (Figure 43). When exceedingly short, brute passion reigns supreme and emotions operate without brakes.

**The Diplomatic Thumb**

The waist-shaped thumb is characterized by a curving-in of the sides of the second, or middle phalange, giving it the drawn-in effect of a waist. This individual, instead of depending upon argument, or logic to win his point, will use tact and diplomacy. Instead of rubbing the fur the wrong way by presenting logical proof which may be distasteful to the other person, will very adroitly ignore that phase of the subject, and tactfully work his way around to the same conclusion, but by a more agreeable path.

## NOTES

## CHAPTER XXV

## THE FINGERS

In the normal, natural hand the first finger is flush with the root of the nail on the second finger. The tip of the third finger reaches half-way up the nail of the second finger while the fourth, or little finger, ends opposite the nail joint of the third finger. These lengths are all relative and take the second finger as the standard of comparison. How long should this second finger be on a normal hand? The knuckle at the base of this finger should be just half the distance from the wrist to the tip of the second finger.

In judging the length of the fingers, first see if the second finger is normal or not. If normal, then the other fingers can be compared according to the above scale. If the second finger is longer or shorter than the normal, you can easily judge what it should be and then make your comparisons as above outlined.

In studying the fingers separately, the longer a particular finger is, the more strongly it indicates the traits and tendencies ascribed to it. The shorter the fingers, the more weakly the specific characteristics are manifested.

### The First Finger

This is considered the finger of ambition. It is the finger of the one who is the leader instead of the follower. The longer this finger, the more ambitious he

will be and his leadership will become all the more powerful. If extremely long, then this person will be not only dictatorial but tyrannical as well. The husband who has a wife with an extremely long first finger, has to walk the chalk line more than once. There's no mistaking the boss in that family.

When this first finger is shorter than the normal, the individual is apt to stay in a rut because he lacks the necessary ambition to see the possibilities within himself. If very short, this man will be another example of Mr. Henpeck Husband.

Be sure to check up these readings with your findings in the other features.

### The Second Finger

While the first finger metaphorically whispers, "Go on, you can achieve", the second finger cautiously says, "Wait a bit and think things over". This is the finger of caution. When this finger is long there is a tendency towards solitude, quietude and greater caution. When very long, there is a decided leaning toward melancholy and a desire for morbid things.

While those with normal or long second fingers have a firm sense of responsibility, those having this finger shorter than normal, break promises almost as easily as they make them. They are also a bit flighty in temperament.

This second finger acts as a kind of balance wheel on all the other fingers. When it is shorter than normal, the brakes are off—to a greater or lesser degree—on the traits portrayed by the other fingers.

### The Third Finger

This finger indicates a desire for distinction, reputation, publicity, glory and things artistic and beautiful. When the finger is long, these traits are accentuated and the individual has coursing through his veins the spirit of taking a chance. He will venture, where the short first-fingered individual would be afraid to tread. In taking these chances he sometimes takes the breath out of some people, but he has more opportunity of landing on top than the fellow who never takes a chance. A long third finger helps one with a short first finger, however, as this individual will take a chance just for the sake of taking a chance, rather than because of some ambitious incentive. Having a short first finger, he would not, in most cases, get up enough steam to take a chance.

A long third finger is also a good running mate for a long fourth finger. It helps develop the tendencies and traits indicated by the fourth finger.

The second finger will have the effect of trying, at least, to make this long third-fingered individual—"Stop, look and listen"!

### The Fourth Finger

Here we have an indication of the power of speech, the command of language, and a certain capacity for business. When this finger is long these powers are accentuated. The orator has not only the fulness of the lower eye-lid, but also the extra length in the fourth finger. When short, this person lacks readiness of speech, having little command of language.

When the first and third fingers are of the same length, this indicates a well-balanced mind. It is rare to find these two alike.

### Position of the Fingers

When the thumb naturally falls far away from the first finger, it denotes not only a generous nature, but also independence of will. A wide space between the first and second fingers indicates independence of thought. When it is wide between the second and third fingers it shows independence of circumstances and when wide between the third and fourth fingers, independence of action is indicated.

The thumb, which cleaves to the side of the first finger holds on to money with the tenacity of a miser. It is also a sign of lack of confidence, will power and broad-mindedness.

Fingers which do not naturally fall apart—when not the result of accident or work which calls for constant gripping of things by the hands, are a sign of a self-centered individual. If the fingers are long, then the qualities are of even more doubtful character.

### Supple Fingers

These denote adaptability. When they turn outwards from the palm of the hand they indicate also a clever, keen brain, quick wit, but they generally lack continuity of thought.

### Health and Hands

The hands are also a barometer of health. The ashy colored hand spells anaemia. The yellow tinted hand

(of the white race) is a sign that the liver is out of order. This is especially noticeable in cases of yellow jaundice where the bile so permeates the system that, in extreme cases not only the hands and skin but the eyes, as well, are tinted. A disturbed digestive system or a high-strung, sensitive, nervous system is indicated by cold, clammy hands. The apoplectic individual has a soft flabby hand, highly colored. The dependable, energetic individual has a firm hand; the very quick energetic person has a very thin hand, while the one who lets "George do it" has a very soft, flabby, formless, characterless hand.

**Brain Servants**

The hands are active, effective servants of the brain, being linked up by two wonderful systems of nerve fibres. The sensory nerves convey all sensation from the hand to the brain. The motor nerves transmit the orders, commands, impulses, nerve charges from the brain to the hands.

The right hand is controlled by a group of cells, or a center, situated in the left hemisphere or half of the brain, while the left hand is linked up with and under the dominion of the right hemisphere or half. The more active the hands are the stronger and larger these centers become.

## NOTES

## CHAPTER XXVI

## THE VOICE

Each one of the five types has a voice that is characteristic. In giving the description of the voice which naturally goes with each type, you must bear in mind that we are referring only to the pure types. Having the voice typical of each one of the five pure types, you can readily figure the various combinations.

### Alimentive Voice

The pure Alimentive has a voice with relative thick, throaty tones that fittingly accompany his thick, well-rounded neck. There is also a more or less good-natured, easy-going inflection to his voice.

### Thoracic Voice

The pure Thoracic, on the other hand, has a resonant, full-sounding voice that denotes a good pair of bellows.

### Muscular Voice

The Muscular has fuller sounding tones than the Thoracic. He has the strength to use his wonderful breathing apparatus and voice to the best advantage. His voice is the most powerful of all. It is the voice of the public speaker and especially the orator that sways the multitudes.

### Osseous Voice

The Osseous has a deeper voice, on the order of the basso, while the Osseous-Muscular has a rich baritone voice.

### Mental Voice

The Convex-Mental has a clear, sharp voice, rather weak in volume, but with a certain quick, decisive inflection. That is the Convex-Mental whose observational qualities are well developed.

The Concave-Mental has the same kind of a voice only he rambles as he speaks.

### Variations

The high pitched voice is a sign of the high-strung nature and is generally found on the extreme Mental. It lacks the warmth of emotion. On account of lack of range it would become monotonous.

The low pitched voice indicates warmth of emotion and vigor and usually accompanies the man with a wide head or a full rounded-out back head.

The voice which gives itself away—the voice of the man saying one thing and thinking another—the voice of the man telling an untruth—is lightly vibrating, thin, cold, toneless and high-pitched. It generally ends with a rising inflection.

## NOTES

## CHAPTER XXVII

## EXPRESSION

Expression is the mental picture your thoughts and feelings register upon your face, your body, and even your voice. Every thought you think sets in motion a certain feeling—in some cases very pronounced feeling and in others, very faint, hardly discernible. You think of your dear mother you had not seen for years and there wells up within you a tidal wave of emotion which surges in your breast until it surges up into your throat and grips you, rendering you speechless for the moment. You receive a letter telling of some unexpectedly real good news—you feel happy, joyous and your whole being radiates the expression. On the other hand, you receive a telegram informing you of the death of a very near and dear friend. Your face blanches. Your expression of happiness is transformed into one of dejection and sadness. The magic wand of thought and feeling has suddenly and completely changed the expression from a picture of supreme happiness to one depicting the opposite extreme.

Feeling has translated itself into physical expression. These thoughts and feelings of the moment register temporarily a transient expression while the thoughts and feelings which are repeated and repeated with such frequency that they are really part and parcel of our beings, gradually etch expressions into our features that become more and more definite with the

passing of time. These are habitual expressions and are **detected when the individual is in repose.**

### Pessimistic and Depressed

Thoughts and feelings which are pessimistic and depressing have a tendency to draw the features down or in toward the center; the head and the shoulders droop, bringing the arms and hands nearer the middle of the body; the mouth sags down at the corners; the knees come closer together, drawing the toes nearer the center line. It is a negative, "curling up", or drawing-in process.

### Pleasant and Positive

On the other hand, feelings which arouse pleasant reactions are positive and expansive in their expression. All the "curled up", drawn-in features straighten out and expand as far from the center of the body as possible.

The former is the expression of pessimism, despair, and weakness; while the latter registers optimism, confidence, strength. The former figure sags, droops, "draws in its horns"; while the latter stands erect, with an optimistic up-curve to his mouth and no sign of a sag or droop in his expression.

### The Egotist

The egotist stands erect, throws out his chest, and tilts back his head a bit somewhat after the manner of the proverbial rooster who tells the sleeping populace who he is.

The man who is "fidgety" when sitting or whose muscles appear taut when they should be relaxed is high-strung and nervous, and may even be burning up inside with excitement, anxiety or suspicion.

**The Poised Man**

Just the opposite of this is the man of equilibrium, of poise, of deliberation. Nothing seems to bother or excite him. "He goes on in the even tenor of his way." His actions and reactions are slower and more deliberate. The pure Alimentive and the pure Osseous are good examples of this trait.

The voice which is telling an untruth is very high pitched and rather shrill or one with a rising inflection.

Careful study of the eye and the mouth will be a wonderful aid in reading expression.

## NOTES

## CHAPTER XXVIII

## PERSONAL HABITS

William James said human beings were just bundles of habits. In the game of life we want to take advantage of every opportunity to help ourselves climb the ladder of success.

We are all bundles of habits—just stop and think what that means! Stop and look yourself over and then think of your various habits. List them as they come to your mind, dividing them into useful and useless habits as you go along.

### What Is Your Handicap?

You will be surprised when you finish cataloging them all to find how much driftwood you have been carrying around with you in the shape of useless and even harmful habits. They have been millstones around your neck and it is a wonder you have accomplished as much as you have.

### Take Account of Your Stock

Every so often you should take stock of yourself—get a self-inventory of the goods on your shelves. Find out what helps build you up the most and then discard all the others that are holding you back.

By making yourself better you are helping not only yourself but society also.

You may think the habits under your particular consideration are of too little consequence to count. Don't

pull the wool over your own eyes. It may, for example, be a matter of clothing. The one and only suit you might have you might think would answer the purpose and therefore you will not buy another. Frank A. Vanderlip, formerly President of the large National City Bank of New York, said, that if he were looking for a job and only had Twenty Dollars left to his name, he would invest it in a suit. The prices have raised considerable since he made that statement, but the words of wisdom remain the same.

Check up your habits today.

(To help you check up your habits see the well worked out and most helpful pamphlet for only 25c—"Why Some People do not Demonstrate Prosperity", by David V. Bush. Send a quarter and get this most essential chart for your own analysis.)

## NOTES

# CHAPTER XXIX

# CHILD ANALYSIS

## Practical Parenthood

The day is not far distant when raising children like Topsy—just letting them grow and that's all—is going to be a thing of the past. With the dawn of the new day that Character Analysis is ushering in, parents will be able to read and understand their children so as to bring out their strong points and minimize their weak ones.

### The Alimentive Child

The Alimentive child will be taught to exercise so as to build more muscular tissue to give him more energy and driving power. He will also be given as good mental training as possible. The latter applies to all of the types in general.

### The Thoracic Child

The Thoracic child will also be taught to exercise and play so as to build into his personality the sustained energy and stick-to-it-iveness of the Muscular.

### The Muscular Child

The Muscular child will bring out his natural abilities along this line and particular attention will also be paid to developing the Mental side. He should be given every opportunity to harness this restless energy

by doing something constructive, directing his energies always with a purpose.

**The Osseous Child**

The Osseous child will be taught to play and exercise. This will not only develop the muscles but will expand the lungs, helping develop the circulatory system and giving him some of the elasticity of the Thoracic. He should be made to come out of his shell and mix as much as possible.

**The Mental Child**

The Mental child should be made to exercise—and then exercise some more. He will have to be driven to it at the start, as it will not come natural. What he needs is a body to back up and help the wonderful brain he has.

These are some of the sign posts along the road to practical parenthood. Be sure to take the profile, features—everything—into consideration in dealing with your child.

While he is still in the formative, plastic period, constructive Character Analysis will help him become the man he wants to be. Help him. And be sure to help your children in these and other respects as taught in Chapters 2, 3, 4, 5, 6, 7, 8, in "Practical Psychology and Sex Life" by David V. Bush.

## NOTES

## CHAPTER XXX

## HOW TO MAKE PEOPLE LIKE YOU

The popular man or woman is the one who does not rub people the wrong way, is the one who can see your side of a situation and adjust himself or herself accordingly.

### Applied to Each Type

With your present knowledge of Character Analysis you know the strong and the weak points of each type. If you want people to like you—don't step on their toes all the time by reminding them of their shortcomings or by flaunting their dislikes constantly in their face.

If you try to gain their friendship by traveling the path of their weaknesses and dislikes you will find yourself up a blind alley and you will be as welcome as your landlord when he comes to tell you he has doubled your rental. On the other hand, if you take the trail that leads to the things they like and are interested in you will find yourself on the highway that leads right to their hearts and you have won their friendship.

### Treat People As They Would Like To Be Treated

Character Analysis is the master key which unlocks the doors of friendship to the various types of humanity and lets you in. Use it. Don't stay in the old channels of thought and expect people to come your way by sheer force of circumstances. You have to play the

game of life according to the rules of human nature—if you want to achieve the success, health and happiness that is rightfully yours. Treat people as they would like to be treated—not as you, personally, think they should be handled.

By being interested in what they are interested in you will be an interesting friend and a popular one, too.

Remember the characteristics of the five body types and then see how the complexion, the profile and all the contributing features modify the picture. When you have taken everything into consideration then you will know—exactly—what interests your friends and what do not. You will then know how to make the most out of every social, business or professional contact, because—**you know how to make people like you.**

## NOTES

# PART III

**Figure 63**

HENRY WARD BEECHER, Preacher

Note the prominence of the lower eyelids, and also the well-formed mouth line—two reliable indications of the orator. The high forehead and well-developed front top-head region show that he was a deep thinker along religious lines. His jaw and chin indicate that he had the courage and determination to stand for what he thought was right.

**Figure 64**

ROSA BONHEUR, Artist

Note the squareness of the general appearance of the face, the pronounced width of the forehead, especially at the upper corners. Note also the height of the forehead, distance between eyes, full but firm lips. Here we see a woman of remarkable force, energy, creative power, and artistic ability, tinged with a strong love nature.

**Figure 65**

GENERAL LEONARD A. WOOD

Note the general width of the head, the well developed brows, nose, firm mouth, strong chin, wide, stocky shoulders. Here we see a man of action, energy and force, an executive who does things and gets things done.

**Figure 66**

GENERAL VON HINDENBERG

Note the massiveness and coarseness of the features. The bull-dog jaw denotes aggressiveness. A tireless worker himself, he sets the pace for all around him.

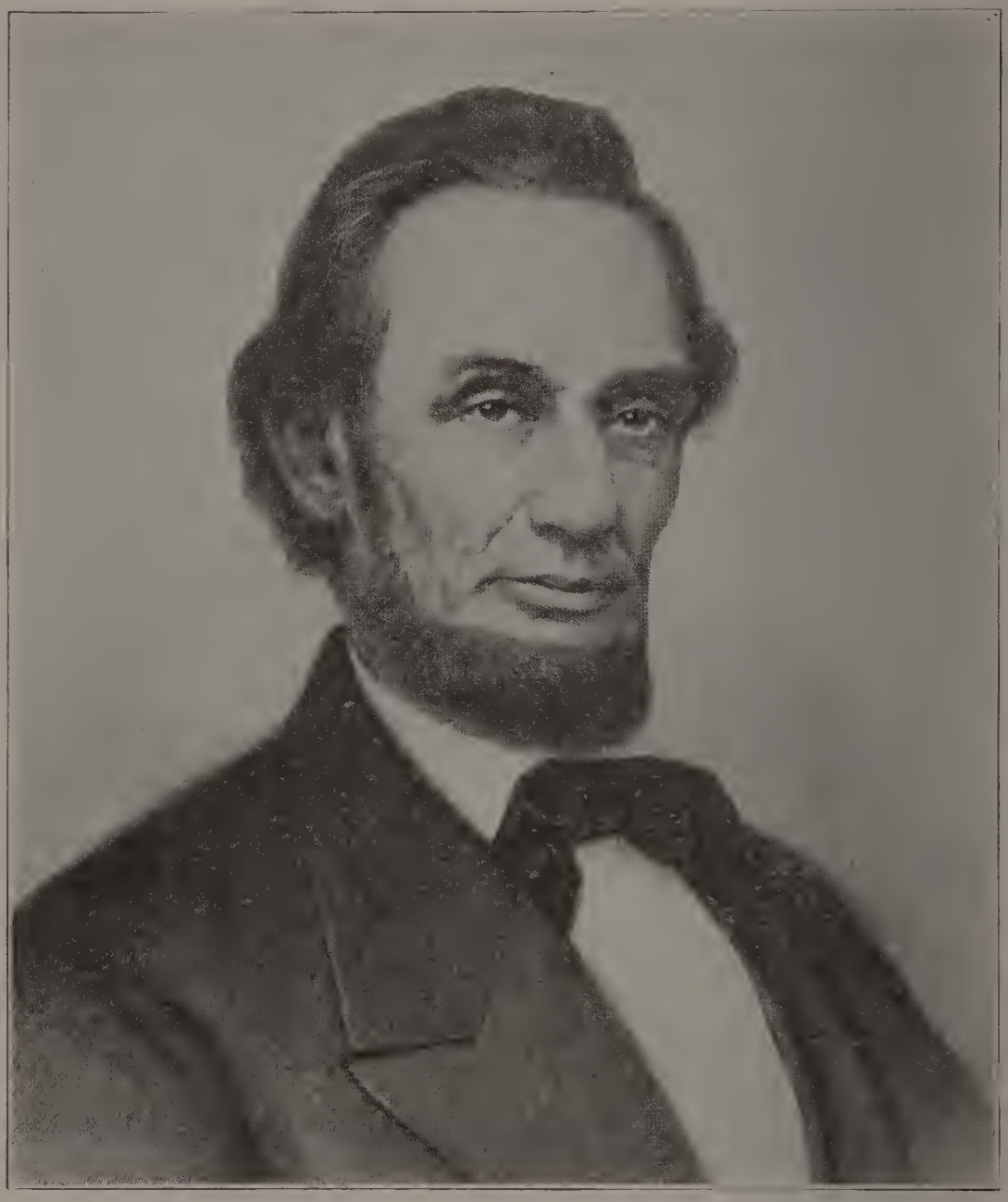


**Figure 67**

ABRAHAM LINCOLN

Note the extremely high forehead, prominent brows, lower eyelids, nose, deep-set lines running out from wings of nose, also the kind expression to the face. Lincoln saw not only the practical side of things but also the philosophical, spiritual and the moral. The latter he would defend with fluency and determination. The question he always held in his mind was "Is this right? Is it just?"

Figure 68
HENRY FORD

The Mental, Osseous and Muscular types are combined in Mr. Ford's personality. The Mental gave him the originality and ability to evolve his business into the millionaire class; the Osseous, the determination to hang on when the clouds were darkest, and the Muscular gave him the energy necessary to make it a success. Width of forehead and extra side-head development above ears shows creative mechanical ability. High head shows why he is a leader along moral, humanitarian lines.

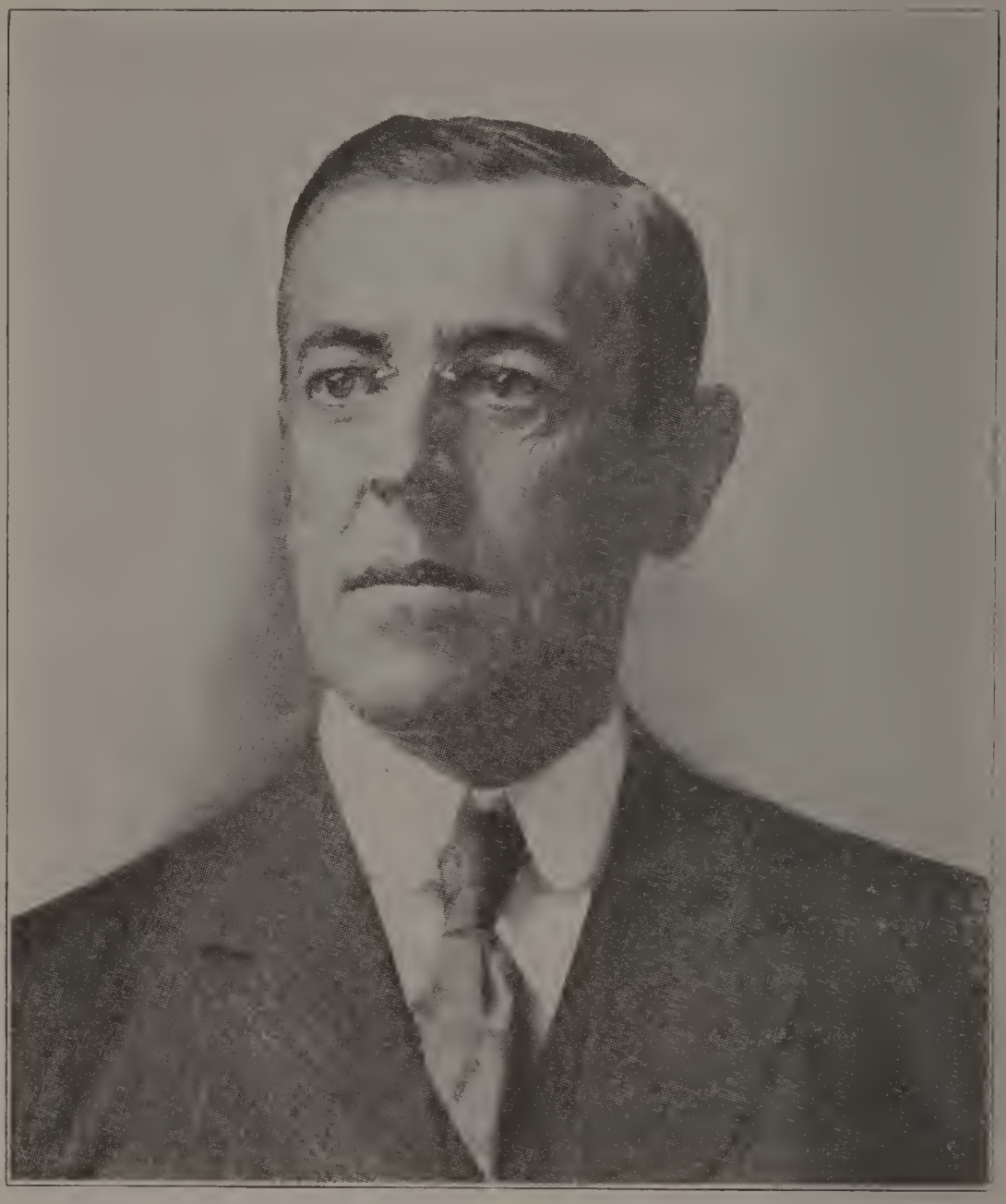


**Figure 69**

WOODROW WILSON

The Osseous and Mental types predominate in this case. Note the high forehead, the strong development of the top side-head region, the fulness of the lower eyelids, the way the ears stand out from the head and the prominent chin. His reasoning will be along idealistic lines which he can express fluently. Whatever he makes up his mind to do or say he does independent of others and he has the determination to see it through.

**Figure 70**

MENDELSSOHN, Composer

Side head development in region of temples indicates a creative, constructive tendency. Fulness of the forehead above the outer portions of the eyebrows shows love of music. His fine texture gave him a keen appreciation for the finest in everything. His full but firm and compressed lips gave him the emotional enthusiasm he expressed in his work.

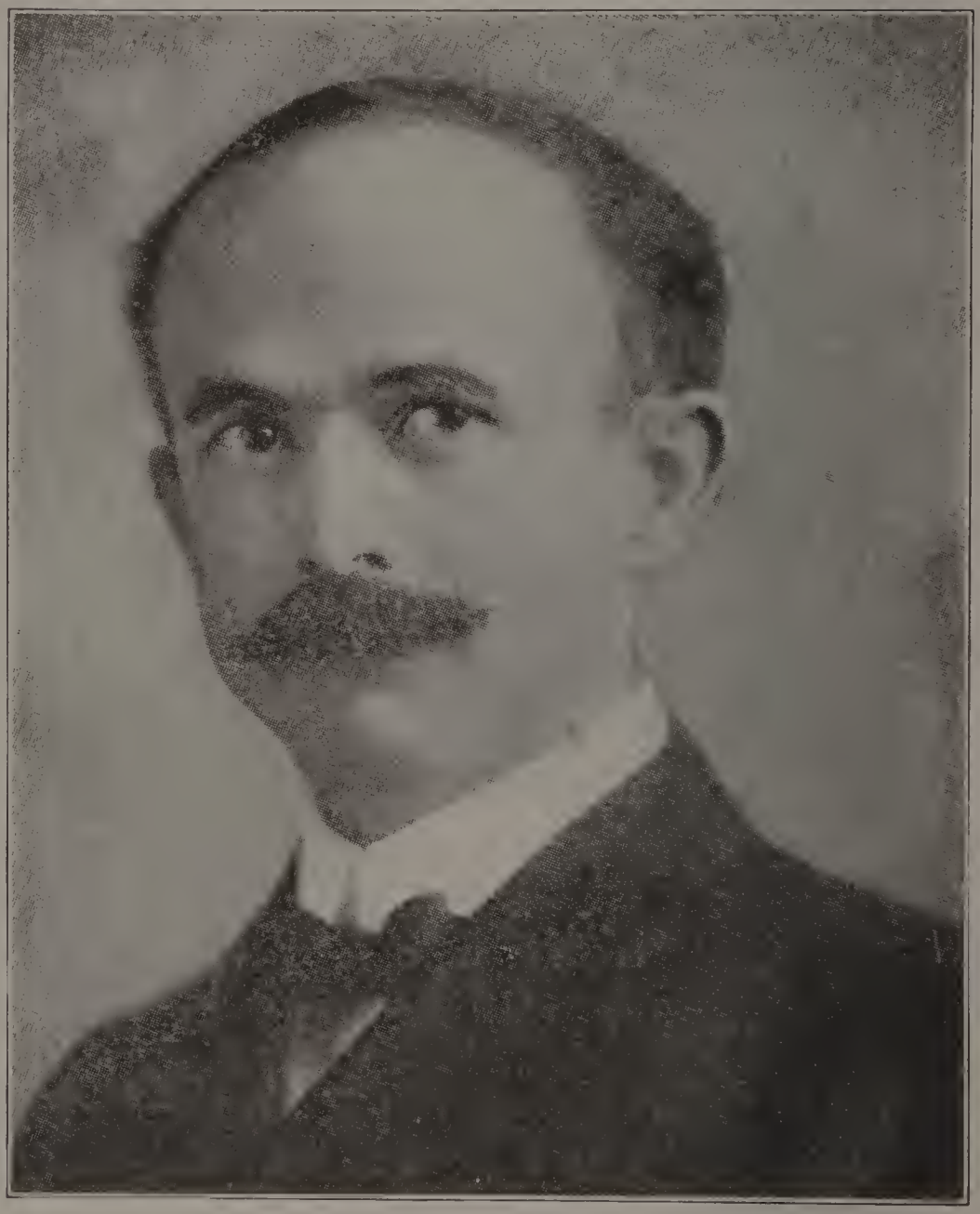


**Figure 71**

JUDGE BEN B. LINDSEY

Note the triangular Mental face. The extreme width at the upper portion of the side-head region shows that he is an idealist. The rounded dome-shaped top-head region bespeaks a high regard for morality. His fine texture gives him a sympathetic feeling for others. The well developed septum between the nostrils shows that he has the power to discriminate. Upper forehead shows power to analyze. Position of ears shows that he is not afraid to take independent action.

**Figure 72**

LUTHER BURBANK, Plant Wizard

Note the well developed upper and lower portions of the forehead showing a practical thinker and reasoner; the firm mouth line and well developed chin denoting patience, persistence, perseverance; the rounded out back-head region showing great love for animal and plant life.

**Figure 73**

THEODORE ROOSEVELT

This is a wonderful example of all five types. It was while at the White House that he developed a certain Alimentive tendency. This helped him in meeting people. As a Thoracic he was constantly giving the old world a thrill. As a Muscular he believed in the "strenuous life". As an Osseous he was loyal to the core. As a Mental, he was an author.

**Figure 74**

CHARLES E. HUGHES

Note the development of the septum at tip of nose showing power to analyze, discriminate, and also investigate. Fulness of lower eyelids denotes command of language. Prominence of brows and good development of upper forehead makes him a good analytical reasoner along practical lines.

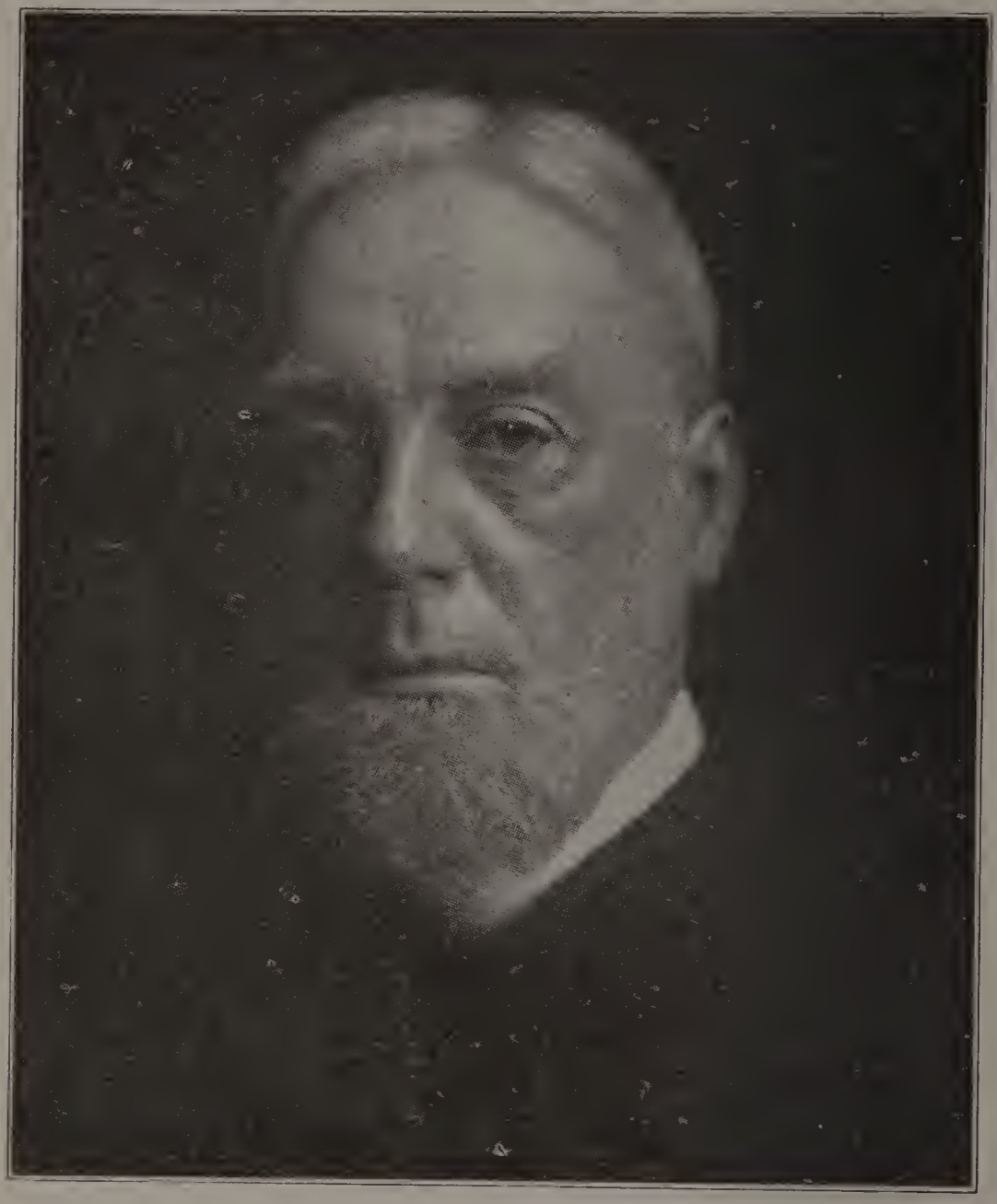


**Figure 75**

ROBERT C. OGDEN, Merchant

Note the height of the forehead, well developed middle side-head region giving extra width across forehead, prominent bushy brows, well-formed nose, fairly full lower eye-lids, long upper lip, firm compressed mouth. Here we see a practical business man with creative tendencies along commercial lines. He has a good sense of values. Confident, independent, original, he is a man you cannot flatter. Strong front top-head region indicates a benevolent nature.

**Figure 76**

ARTHUR BRISBANE, Editor

Note the width and height of the forehead, the transverse wrinkles of concentration, the prominent lower eyelids, well-formed nose and firm mouth. Here we see a remarkably creative thinker and concentrator who has the ability to express himself fluently not only along lines of literature but also commerce, art, idealism, philosophy, politics and spirituality. This versatility gives a wider field to his pungent, powerful pen.

**Figure 77**

LOUISA M. ALCOTT, Writer

Note the high forehead, deep set eyes, prominent lower eyelids, convex mouth, firm chin. Here we see a combination of intuitive knowledge of human nature, keen observation, good command of language, fluency of expression, plus determination.

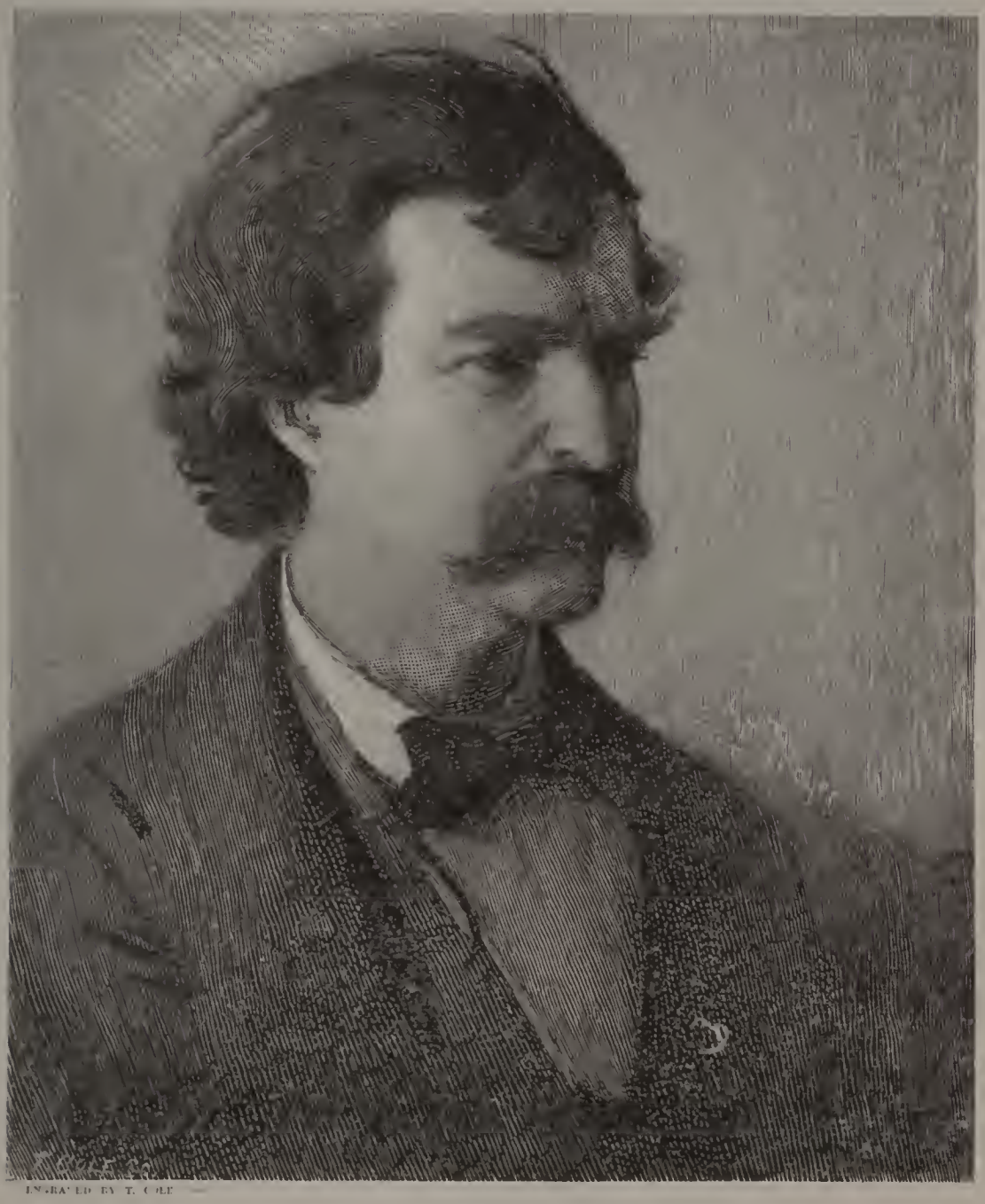


**Figure 78**

MARK TWAIN, Humorist

Note the fulness of the upper forehead at the outer corners, the bushy eyebrows, prominent lower eyelids. Humor, originality, and fluency of speech blended together to make Mark Twain out of Mr. Clemens.

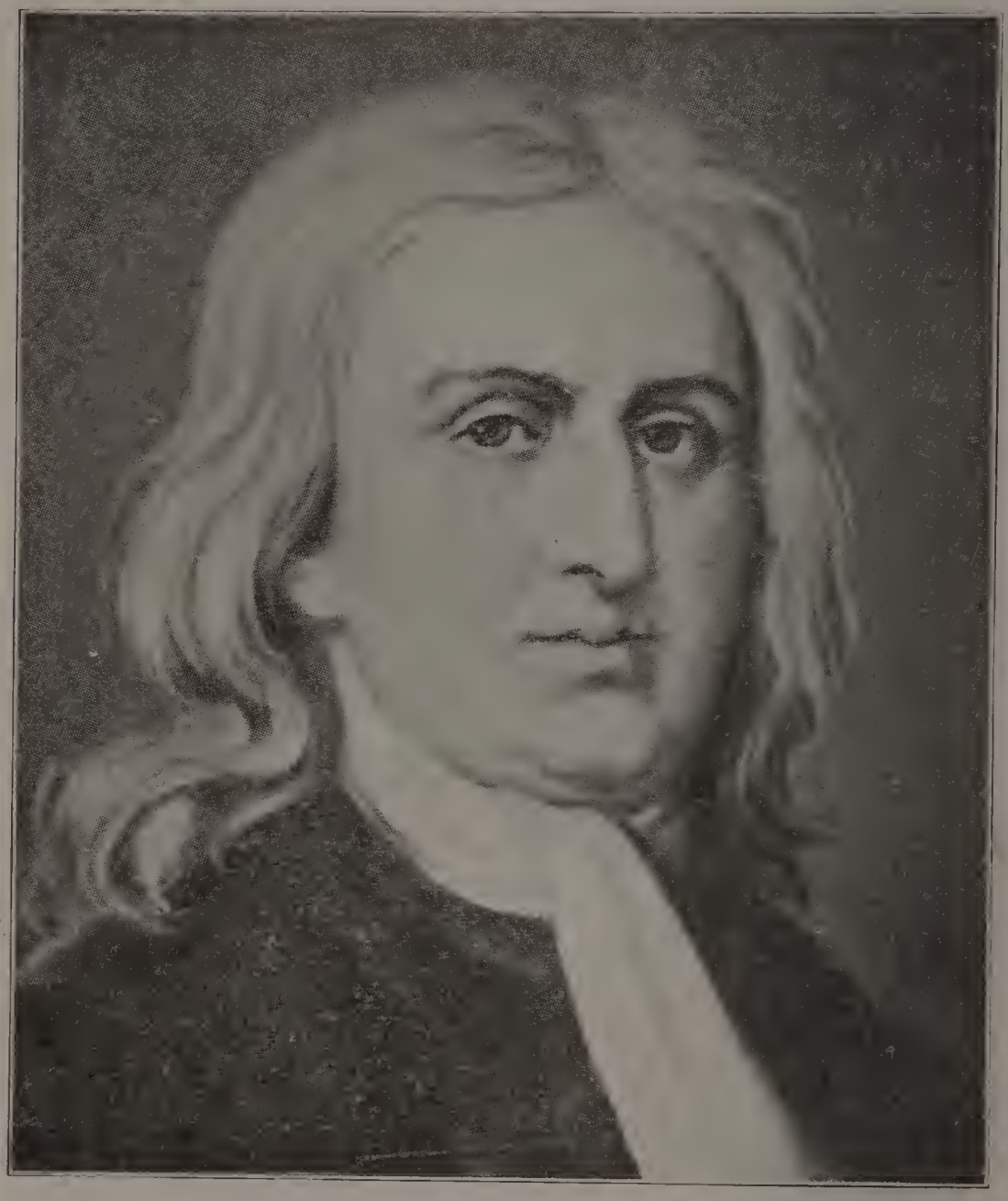


**Figure 79**

ISAAC NEWTON,

Scientist, Discoverer of the Law of Gravitation

Note the way the outer corners of the brows round out. This shows ability to figure and calculate. The full upper forehead indicates strong reasoning powers. While the face is strong, the Mental type has softened the features and made the texture finer.

**Figure 80**

ROBERT FULTON, Inventor of the Steamboat

Compare with Sir Isaac Newton. Both have outer corners of brows well developed, showing power to calculate; also both have comparatively high foreheads indicating good reasoning powers, well developed noses and chins denoting energy and determination and in addition they both have good side-head developments in region of ears, showing mechanical ability. Fulton's features are heavier, his texture not as fine as Newton's, and the heavy, bulky mechanical steamboat is therefore the child of his brain.

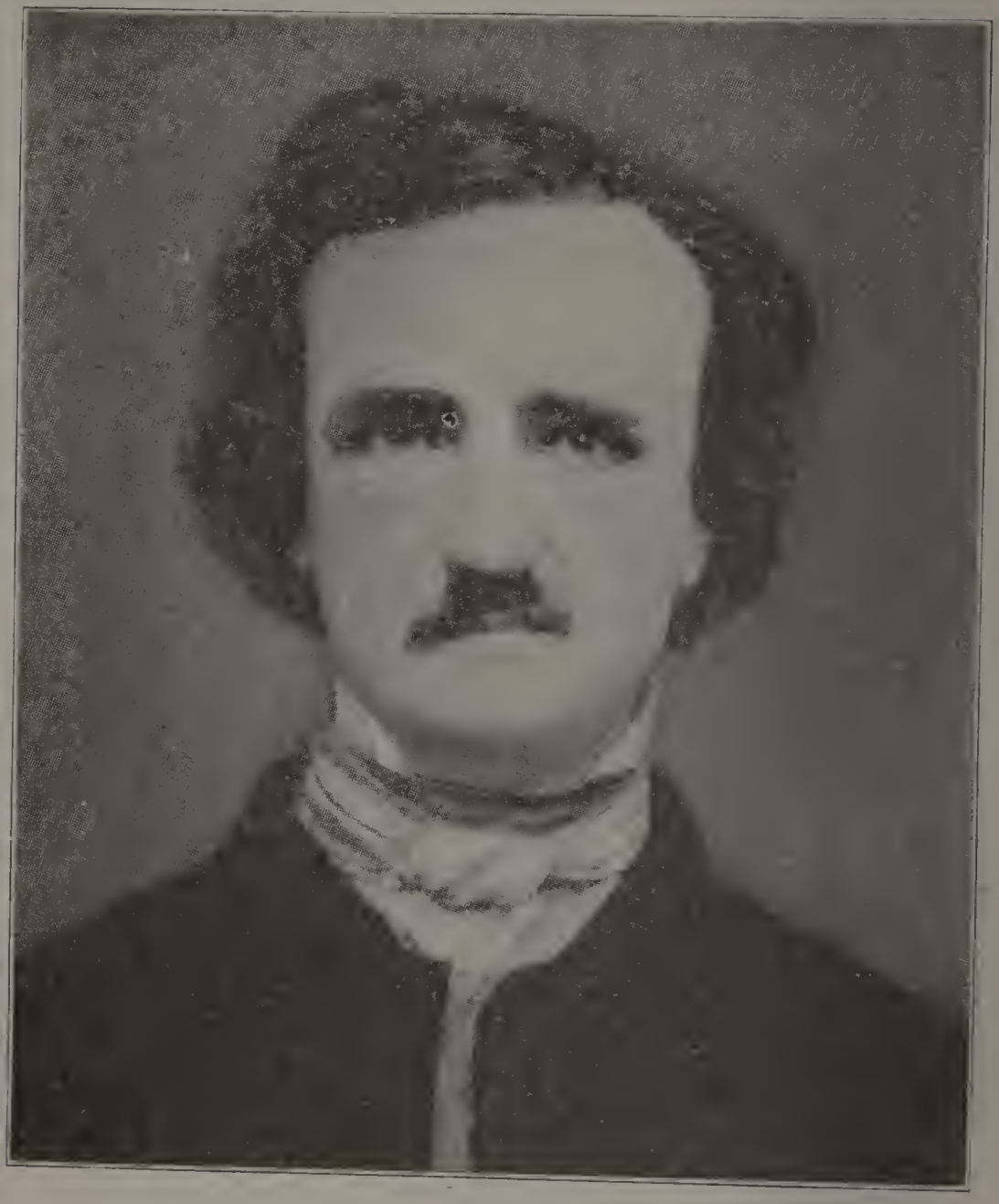


**Figure 81**

EDGAR ALLAN POE, Poet

Note the extreme width across the top of the forehead and the pronounced development of the top side-head regions. This denotes an idealistic nature. The flatness of the lower portion of the forehead shows lack of good practical judgment. Decided brunetness indicates tendency to be morbid and look on the dark side of things. Note expression of eyes. (See Fig. 82.)

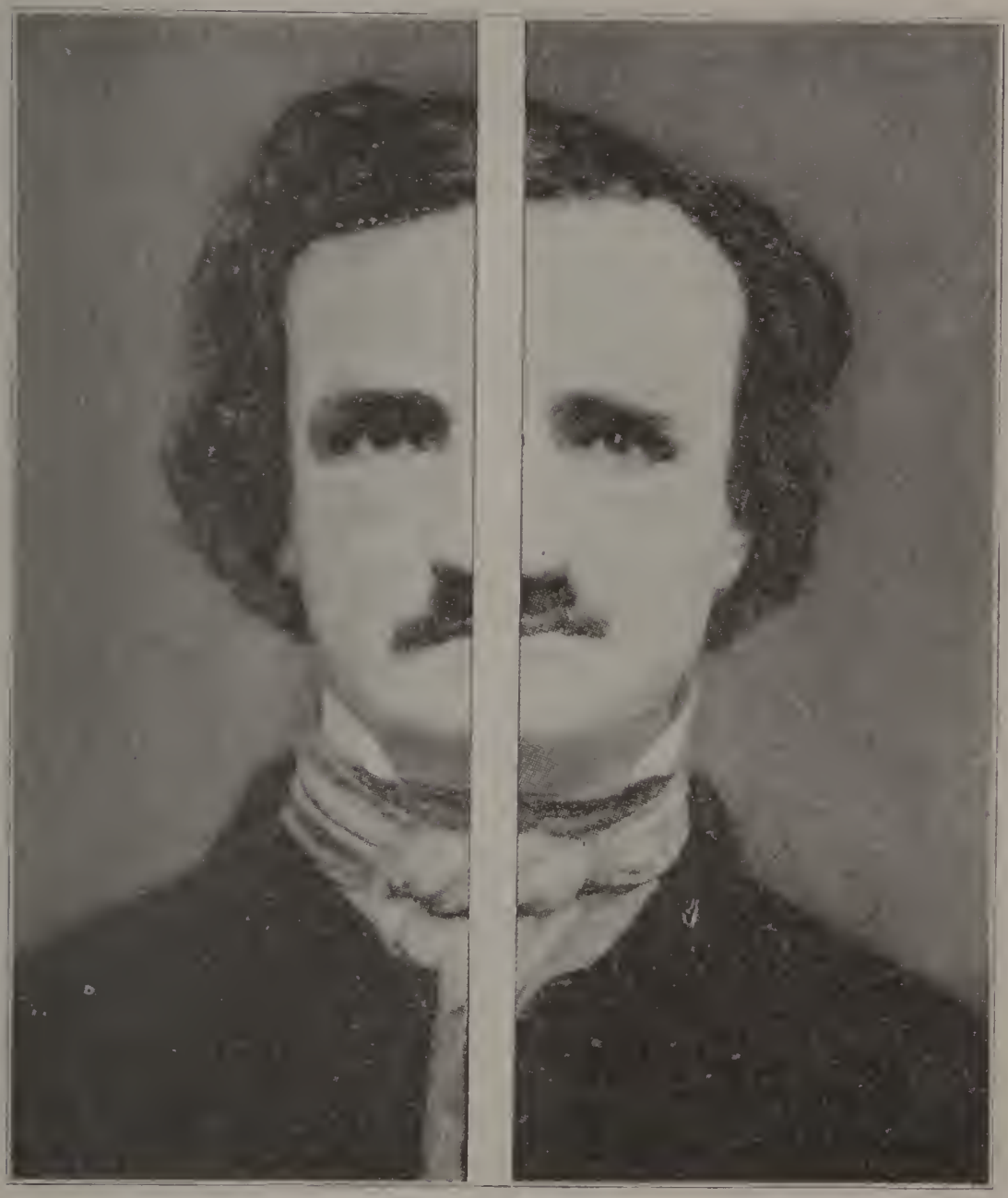


**Figure 82**

EDGAR ALLAN POE, Poet

In Edgar Allan Poe we see a man of apparent contradictions—a dual personality, so to speak. Compare the left side of the picture with the right. His forehead is not symmetrical. The eye in the left half of the picture appears to be duller, dreamier and set deeper than the other which has a certain light and sparkle. The nose is also not symmetrical. The mouth line on the left side has the droop of pessimism—on the other side we see optimism tinged with satire. (See Fig. 81.)

**Figure 83**

WARREN G. HARDING

Note the high, wide forehead, prominent brows, high-bridged nose, exceptionally prominent, bulging lower eyelids, and well developed chin. President Harding has the head of an executive. His type differs from that of Wilson, in that he is not as prone to take independent action as the latter. He has a good command of words and a creative ability in language.

**Figure 84**

WILLIAM McKINLEY

Starting with the forehead and taking into consideration also the eyebrows, eyes, nose, ears, mouth and chin, compare these features with those of President Harding, noting the degrees of similarity or differentiation in each case. Consider each feature separately. (See Fig. 83.)

## NOTES

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*This is from "Applied Psychology and Scientific Living."

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Learn how to train the subconscious mind to help you gain the bigger, better things in life—whether it be position, wealth, influence or friends.

Know that your subconscious mind is a positive element in your life—a thing that can be moulded into power for your good.

In this same little book you may learn the Law of Suggestion—the means by which you can control your subconscious and influence it to help you gain the things in life that you have wished for.

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Secure this key—learn its value—use it for your benefit and profit—gain the gold mine of good things in life that can all be yours if you will use the power of suggestion to get them.

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Thousands of people are sick because the emotional side of their nature is not controlled by their thoughts. To know how to direct the thoughts along the right path is a key that overcomes physical sickness. Dr. Bush tells you how to think for health and success.

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Dr. Bush says that Life's Greatest Bet is to back some human being and direct them along the path of Creative Achievement. What greater happiness can one wish for than to see some genius develop and give to the world the hidden treasures of a creative mentality. How it must gratify to lift some struggler from the depths and start them on the path to greatness. What blessed returns to help blossom an embryo Beethoven. Dr. Bush points out the value to one's self and to our future generations of helping others find themselves. He should know because he has helped thousands. You will gain in spiritual and mental strength by reading this book.

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It has been said that more people die from FEAR each year than from all sickness. Dr. Bush thus terms FEAR, MAN'S WORST ENEMY. He explains how fear paralyzes the heart—how it retards ambition, how it makes men timid and places them at the mercy of others. If you are a mental coward, it's time for you to pull up short and take stock. You can never expect to be a leader if you are afraid to go alone. Dr. Bush tells you how to conquer this Arch Enemy of Mankind. He emphasizes his story with examples and gives you the simple secret of crushing this disturber. Fear becomes less a menace when you learn how to conquer it.

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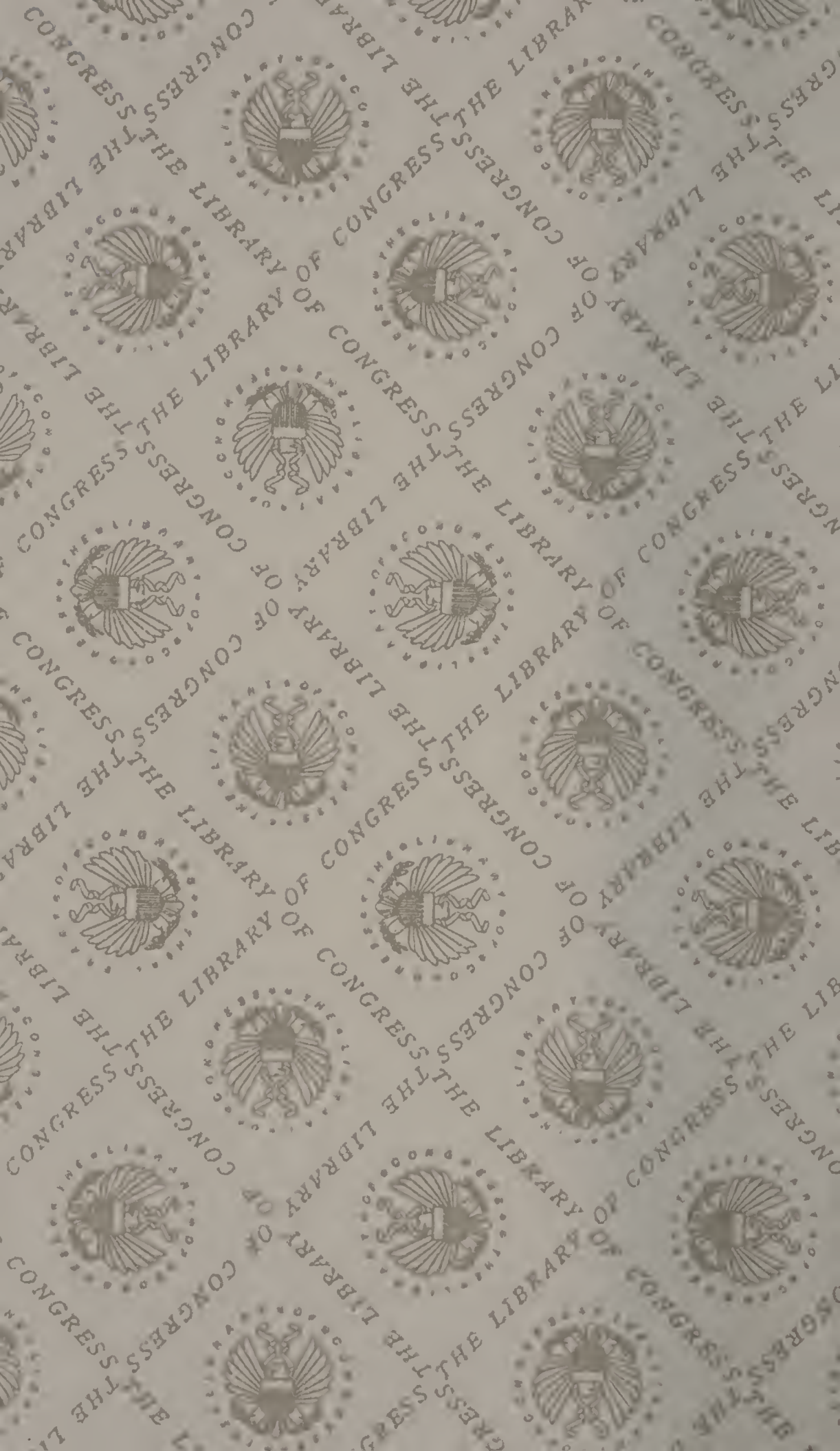
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